The Manufacturing Confectioner

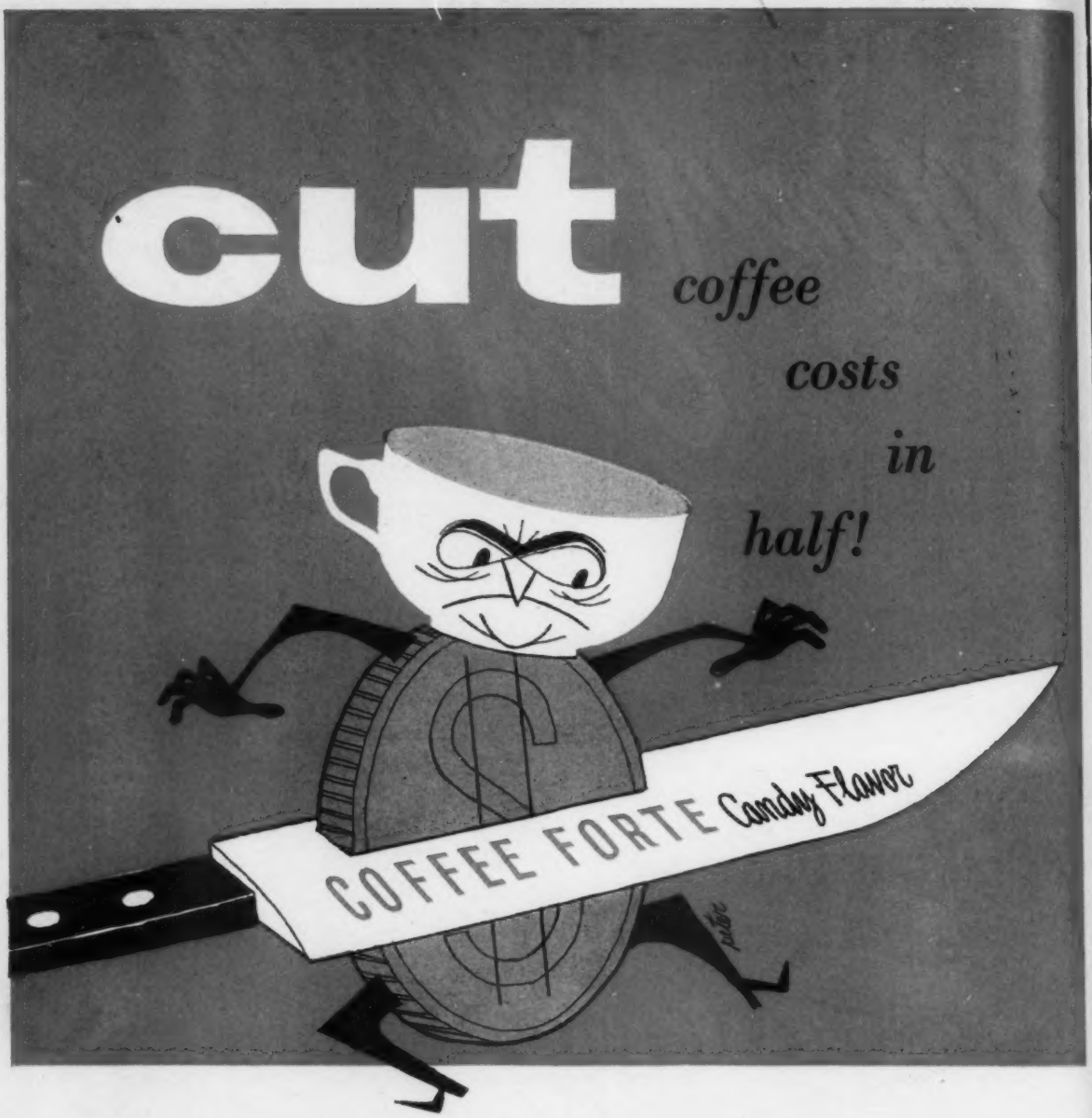
ONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS

Wishing You

A Merry Christmas

DECEMBER 1951

The Measurement of Chocolate Viscosity
Controlling Profits and Labor Costs
Packaging Methods Discussed at Forum
Complete Subject Index for 1951



This headline is not just a trick claim to induce you to read further. It's a proved fact . . . *proved day-in and day-out by candy manufacturers everywhere!* COFFEE FORTE actually cuts coffee costs in half, yet gives candies a rich, cup-of-coffee *aroma*, as well as the full-bodied *flavor* that creates repeat sales! *You save 50% because* COFFEE FORTE *is double-strength!* You'd actually need twice as much pure dry instantly soluble coffee to build up the same degree of flavor. *Yet* COFFEE FORTE costs no more! Write, wire, phone . . . we'll tell you all about it!

AMERICAN FOOD FLAVORS
For Cream Centers
& Hard Candies

VANILLA EXTRACTS
(Pure & Concentrated)
FRUIT FLAVORS
COFFEE FORTE

AMERICAN FOOD LABORATORIES, INC.

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MIGHTY TASTY!

MIGHTY TASTY!

You'll say that again and again and again
as you sample confections made with our
mouth-watering, super-grade FRITZBRO Flavors
or with our ever-popular thrift line of EKOMOS.
From the more than one hundred different effects
embraced by these time-tested flavoring specialties,
the candy manufacturer has a range of choice
designed to answer his every need.
The very finest in flavor quality on the one hand,
or good, solid flavor value and economy on the other.
In using either grade, there is this added bonus
that goes with all FRITZSCHE-made products:
Every flavor, from Apple to Violet,
and each one in between,
is the scientific, painstakingly developed result
of literally thousands of laboratory as well as
practical, in-the-plant experiments—
the final perfection of long years of continuing research
and specialization. And still another bonus:
Matchless FRITZSCHE service
and packaging that is impeccable.
Small wonder that so many confectioners rely on FRITZSCHE . . .
A FIRST NAME IN FLAVORS SINCE 1871.

All flavors fully described in our catalog, FLAVORS by FRITZSCHE. Write for your copy . . . today.

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The Manufacturing Confectioner

READ WHEREVER CANDY IS MADE

DECEMBER 1951
Vol. XXXI No. 12

COVER: Our way of expressing to our friends throughout the industry a "confectionate" wish for this Christmas.

Published Monthly on the 5th by **The Manufacturing Confectioner Publishing Company**, publishers of **The Manufacturing Confectioner—The Blue Book—The Candy Buyers' Directory—Candy Merchandising.** Executive offices: 9 South Clinton Street, Chicago 6, Illinois. Telephone FRanklin 2-6369. Eastern offices: 303 West 42nd Street, New York City 18, N. Y., Telephone CIrcle 6-6456. Publication Office: Pontiac, Illinois. Copyright, 1951, Prudence W. Allured. All rights reserved. Subscription price: One Year, $3.00. Two years, $5.00. Per copy, 35c, except September "Purchasing Executive Issue": $2.00. In ordering change of address, give both old and new address. Entered as Second Class Matter, April 20, 1939, at the Post Office at Pontiac, Illinois, under the Act of March 3, 1897. Member: National Confectioner's Ass'n, Western Confectionery Salesmen's Ass'n, National Candy Wholesalers Ass'n, Audit Bureau of Circulations. Foreign Subscriptions: One Year, $4.00. Two years, $7.00. Canadian Subscriptions: same as U. S.

The Publisher's Notebook

Switzerland

This country is noted for its fine chocolate. There is no question among Swiss people, but that chocolate is a valuable for both young and old. Even soldiers receive an allotment with their regular food rations. During the past twenty years, domestic consumption has increased fourfold.

Two of the names famous in the United States for Swiss chocolate are Lindt & Sprungli, Ltd., and Nestle Peter Cailler Kohler. There are many others, but these are the two firms I visited while here.

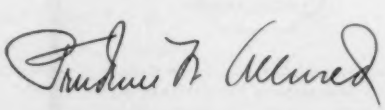
Rudolph R. Sprungli-Halter was my host in Zurich. I have never seen so many different candies in one retail store as I saw in the Lindt & Sprungli main store. Extreme care is taken in packing each item. Every small detail is studied; from the making of the candy and its display, to the gold cord that is used to tie each package carried from the store. A good deal of hand-work is done, both in the manufacturing of the products and in the packaging. Gayly colored cellophane of all designs add to the candy's attractiveness.

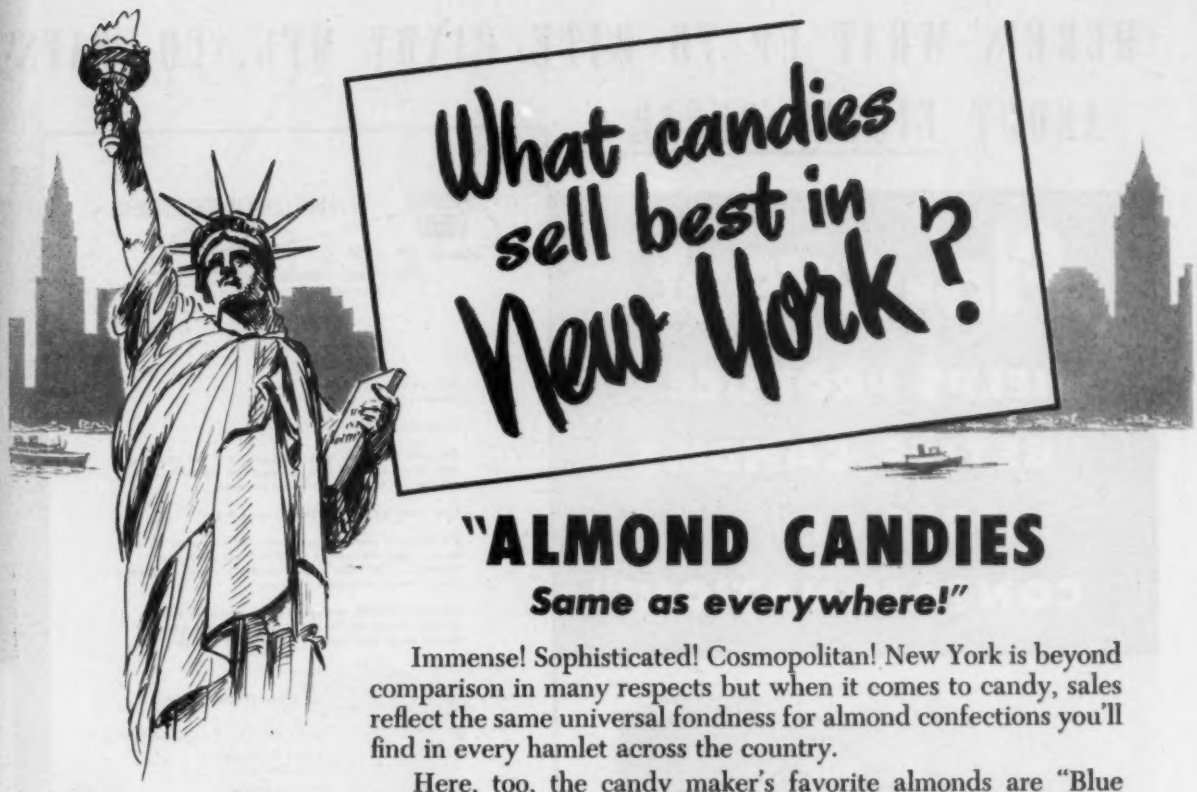
Over a hundred years ago, David Sprungli and his son started a small business which has grown to five factories in Switzerland and affiliated plants in other countries. It is still a family business, as they advertise; "Five generations of tradition are in every piece of Lindt chocolates."

Nestle Alimentana company was my host for a day at Vevey. During the drive from Berne through the Swiss Alps, we caught glimpses of the lakes and the ever present mountains. The forty mile ride, with Mr. Martin, an executive of the firm, telling me of the country and about his firm, was a fine introduction to Vevey.

F. L. Cailler, Charles Amedee Kohler, Daniel Peter and Henri Nestle were the men that pooled their talents in forming this company which has branches all over the world. Fabrique de Broc is a large group of buildings where chocolate is processed from the bean to the finished bon bons. All of the products produced here are consumed in Switzerland. Again I saw beautiful packages, with careful thought given to design, color and arrangement. The room full of conches and the room of melangeurs were impressive. The hours spent in processing fine chocolate gave me a great respect for Swiss workmanship.

Verlag Max Glaetti, of the Revue Internationale de la Chocolaterie, Zurich, was also helpful in giving me a better understanding of the Swiss confectionery industry.





What candies sell best in New York?

the Statue of Liberty in New York Harbor extends Freedom's welcome

"ALMOND CANDIES

Same as everywhere!"

Immense! Sophisticated! Cosmopolitan! New York is beyond comparison in many respects but when it comes to candy, sales reflect the same universal fondness for almond confections you'll find in every hamlet across the country.

Here, too, the candy maker's favorite almonds are "Blue Diamonds". For nearly half a century that trademark has been a guarantee of almond quality. Available whole, sliced, diced, halved, split, chopt, or slivered, natural, or blanched . . . Blue Diamond almonds are accurately size-graded, free from foreign particles or bitters. New cold storage facilities handling 8,000,000 pounds shelled assure steady year-round supplies . . . hand picking plus exclusive photo-electric sorting provides quality control to minimize your handling costs.

New "Formulas for Candymakers". 16 pages of formulas and actual size photos of 27 sizes and types of natural and processed almonds. Write for your free copy. *Let's talk about selling more candy!*

BLUE DIAMOND ALMONDS

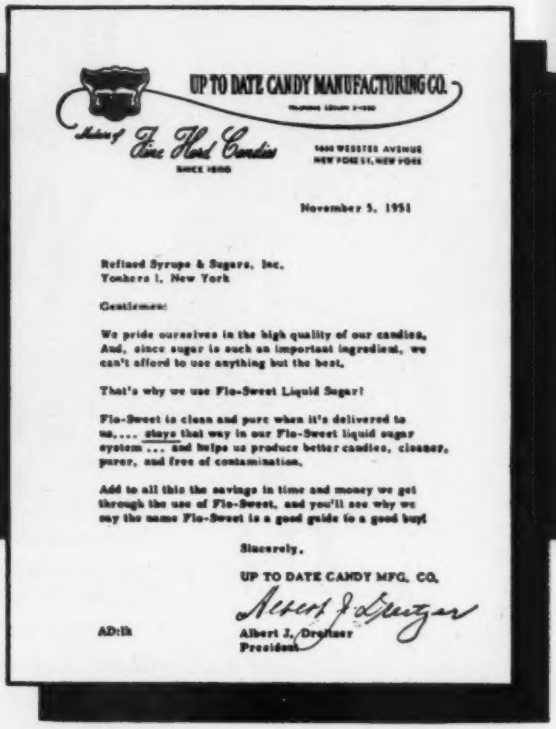
CALIFORNIA ALMOND GROWERS EXCHANGE ...Sacramento, Calif.
Sales Offices: 100 Hudson St., New York 13, and 221 N. La Salle, Chicago 1

BLUE DIAMOND BRAND

HERE'S WHAT UP TO DATE CANDY MFG. CO. SAYS ABOUT LIQUID SUGAR

flo-sweet®

HELPS PRODUCE "BETTER CANDIES ...FREE OF CONTAMINATION!"



UP TO DATE CANDY MANUFACTURING CO.

Makers of Fine Hard Candies

SINCE 1898

1000 WEBSTER AVENUE
NEW YORK 51, NEW YORK

November 5, 1951

Refined Syrups & Sugars, Inc.
Yonkers 1, New York

Gentlemen:

We pride ourselves in the high quality of our candies. And, since sugar is such an important ingredient, we can't afford to use anything but the best.

That's why we use Flo-Sweet Liquid Sugar!

Flo-Sweet is clean and pure when it's delivered to us.... stays that way in our Flo-Sweet liquid sugar system ... and helps us produce better candies, cleaner, purer, and free of contamination.

Add to all this the savings in time and money we get through the use of Flo-Sweet, and you'll see why we say the name Flo-Sweet is a good guide to a good buy!

Sincerely,

UP TO DATE CANDY MFG. CO.

Albert J. Dreitzer

AD:ih

Albert J. Dreitzer
President

Albert J. Dreitzer, president, Up To Date Candy Mfg. Co.

If you're interested in maintaining strict sanitary control, check these vital *pluses* offered by Flo-Sweet Liquid Sugar.

1. Not a finger touches Flo-Sweet! No bags in costly storage space, inviting dirt and animal impurities!
2. No handling . . . no heavy lifting . . . just crystal-clear Flo-Sweet moving from storage tanks, through sealed pipes . . . directly to the job.
3. Measuring and metering are simplified to the twist of a valve.

Nothing could be cleaner, purer, easier to use than Flo-Sweet Liquid Sugar. Why not take advantage of the time-saving, cost-saving Flo-Sweet system now?

FLO-SWEET = SANITATION because

- **A pioneer in liquid sugar, Flo-Sweet's facilities are unsurpassed in the production of hygienically clean liquid sugar.**
- **Every available modern method is utilized to keep Flo-Sweet clean and pure . . . in production, delivery, and use.**
- **Even Flo-Sweet's delivery men are especially schooled in loading and discharging liquid sugars cleanly and efficiently.**
- **Flo-Sweet's ultra-modern facilities are always open for your own inspection.**

flo-sweet

REFINED SYRUPS & SUGARS, INC.

Yonkers 1, New York

PIONEERS IN LIQUID SUGAR FOR SAVINGS, SANITATION AND SERVICE

Now! THE CHOCOLATE INDUSTRY'S MOST MODERN DAIRY PLANT ASSURES YOU . . .

. . . the FINEST MILK COATINGS—Ever!

Products of General Foods

Walter Baker has its *own* new milk plant in Evart, Michigan. Here, pure, fresh dairy-land milk is processed daily. This product, skillfully combined with other choice Walter Baker ingredients under rigid laboratory control, gives you milk chocolate coatings that *challenge comparison* for uniform quality, texture, and rich, true milk flavor. Only the most *modern* techniques, the most *experienced* chocolate makers could bring you milk coatings this good . . . coatings that truly cover your candy with distinction!

For Your Every Confectionery Need:
A Complete Range in Flavors, Colors, Prices—Including:

***Milk Coatings** – *Masterpiece*, the supreme milk chocolate! Luxurious milk flavor, superior smoothness – for the connoisseur! *Puritan*, a Swiss-type milk flavor of appealing, medium light color.

***Vanilla Coatings** – *Plaza, Princess, Aristocrat*, and others that blend excellently with the widest variety of centers.

***Chocolate Liquors** – *Eagle, Caracas* – smooth, free-flowing, full-bodied. The standard liquors in the trade!

**Samples Furnished on Request*

"How to Choose and Use Chocolates? . . ."

"That's where you can count on my service!" says Walter Kansteiner, of Chicago, one of the Walter Baker Chocolate Consultants who serve America's confectionery industry. And he backs up his offer with many years of valuable experience in the chocolate and confectionery fields. Why not profit by contacting *your* nearest Walter Baker representative? He stands ready to use his expert knowledge of high-grade chocolate coatings and liquors to *your* advantage!

The First Name in Chocolate . . . The Finest Name in Service

1780 **WALTER BAKER** CHOCOLATE AND COCOA

Division of General Foods Corporation, Dorchester 24, Mass.

Sales offices in Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia. Brokers in all principal cities.

The Manufacturing Confectioner

DECEMBER, 1951, Vol. XXXI No. 12

The Measurement of Chocolate Viscosity

A report on a survey of the accuracy and variabilities of viscosity measuring instruments in an effort to establish a standard for reproducibility

by DONALD G. MITCHELL

Walter Baker Chocolate & Cocoa Division
General Foods Corporation

One of the most important characteristics of sweet chocolate, both to the chocolate manufacture and to the confectioner, is its viscosity. The manufacturer is concerned because it is a measurable property which can be duplicated and controlled from batch to batch indicating a product of very similar fluidity qualities. It is of interest to the confectioner because it is the best indication to date of the amount of coverage he will get on his centers. To him it is also an indication of the uniformity of the chocolate with regard to flow properties.

As quoted by Bingham, Maxwell gave the following definition of viscosity: "The viscosity of a substance is measured by the tangential force on a unit area of either of two horizontal planes at a unit distance apart required to move one plane with unit velocity in reference to the other plane, the space being filled with the viscous substance." Numerous instruments for measurement have been devised, some giving absolute values of viscosity while others give only relative values. Various names have been applied to these instruments with viscometer and viscosimeter being most common and equally allowable. Of these different instruments only certain types are practical for use with chocolate because of their operating characteristics. The one in most common use is the MacMichael viscosimeter.

Since not all people in the chocolate and confectionery industries were using the MacMichael viscosimeter or the same conditions of operation, it long was felt that a standard method for determining chocolate viscosities was needed. In 1948 the American Association of candy Technologists appointed a committee to investigate the problem and their findings were reported in June 1949. Their survey of the industry showed that the MacMichael was being used in practically all cases but in numerous modifications. In the report reasons were given why the method in most common use should not be adopted as the standard. Some of the deficiencies of the MacMichael also were pointed out and it was recommended that a more reliable method be developed or investigated. However, until such was available, a set of standard conditions for the MacMichael were recommended for adoption by the industry as a standard. These conditions will be outlined below.

From time to time complaints have been made about the accuracy and reproducibility of results with the MacMichael viscosimeter. Questions have been raised also about the uniformity of the wires from one production lot to another even when certified wires were purchased. The accuracy with which chocolate viscosities could be measured was of particular interest because, in establishing tolerances of manufacture, they could be no closer than the ability to measure, process variations being taken into account. For that reason a statistical study was instituted to determine the standard deviation for the operation of the MacMichael viscosimeter and from this the variability of measurement of the instrument and an operator considered as a unit.

As reported by Stanley, chocolate viscosities are influenced by the following factors: kind, time and temperature of processing; particle size and its distribution; and percentages of cocoa butter, lecithin, moisture and air. When the viscosity is measured with the MacMichael instrument there are certain characteristics of it which

further influence the value obtained as the viscosity. Based on a standard set of conditions of operation the following variables enter into the making of a determination because they may vary with the operator's judgement or for other reasons: depth of immersion, method of cooling sample to temperature, temperature at which viscosity was run, r.p.m. of cup, fatigue of wire and uniformity of sample, both as to composition and temperature.

In order to determine the actual variability of the method with the minimum of variation in the above listed factors, a series of experiments was set up whereby one operator made all of the determinations. In this manner the variability due to the depth of immersion, method of cooling the sample and temperature at which the viscosity was run would be reduced to the variability of one individual. The same instrument was used for all determinations and for no other work so that its characteristics should be little different from test to test. The same wire was used and for only ten viscosities during an eight hour period in order to prevent any tendency toward wire fatigue. For a uniform chocolate a 100 pound batch was thoroughly mixed to insure its stability and carefully tempered into ten pound cakes. The surfaces of each cake were scraped before samples were taken for a determination.

The viscosities were run according to the standard conditions prescribed by the A.A.C.T. committee mentioned previously. These were: 7cm. cup, 2 cm. diameter bobbin, 3 cm. immersion, #26 wire, cup revolving at 15 r.p.m., and the reading made at 100°F. The chocolate used was a non-milk chocolate and was melted to at least 110° F. before the determination and cooled by hand stirring under room temperature conditions. A particular attempt was made to duplicate the conditions in each test. This test was completed on 200 samples by one operator, repeated on a second batch of chocolate by the same operator taking 25 samples, and a corresponding test being made independently by a second operator on this second batch of chocolate using 25 samples.

In the first test a control chart was plotted to insure the operation being in control. To show the details of a test the data and calculations are shown as an example.

Calculations for Standard Deviation

1. Grand Average $(\overline{\overline{X}})$

$$\overline{\overline{X}} = \frac{7140.4}{40} = 178.51° \text{ MacMichael}$$

2. Average Range $(\overline{R})$

$$\overline{R} = \frac{357}{40} = 8.95° \text{ MacMichael}$$

3. Estimate of Standard Deviation (σ')

$$\sigma' = \frac{\overline{R}}{d_2} = \frac{8.95}{2.326} = 3.85° \text{ MacMichael}$$

4. Process Capability $= \pm 3\sigma$

$$\pm 3(3.85) = \pm 11.55° \text{ MacMichael}$$

Explanation of Terms:

Average $(\overline{X})$—Average of groups of 5 readings

Range (R)—Difference between maximum and minimum of above 5 readings.

Grand Average $(\overline{\overline{X}})$—Average of $\overline{X}$

Average Range $(\overline{R})$—Average of R

d_2—Standard factor for groups of 5 readings.

From statistical theory which is too lengthy to discuss in this paper, it has been shown that plus or minus three times the standard deviation is the amount of variation the operator will get from the average in 99.7 times out of 100, provided the variables remain in their normal relationship. In other words, factors beyond his control will cause that amount of variation. The three tests mentioned above gave standard deviations of 3.85, 3.40 and 3.57. Averaging these three values gives a standard deviation of 3.61. Using this value, then the variability of the determination of the MacMichael can be expected to be $\pm 3(3.61)$ or ± 10.83. Therefore, over a period of time or a large number of viscosity determinations, the operator can be expected to have an accuracy of plus or minus eleven degrees.

TABLE I

Viscosity Readings (°MacMichael)

Sub-Group Number	Reading on each of 5 per sample					Average X	Range R
1	179	183	178	174	178	178.4	9
2	172	180	175	177	169	174.6	11
3	180	182	187	174	179	180.4	13
4	181	187	174	176	178	179.2	13
5	181	185	181	178	177	180.4	8
6	180	183	175	171	179	177.6	12
7	175	174	179	182	182	178.4	8
8	179	176	178	185	179	179.4	9
9	181	177	179	177	185	179.8	8
10	180	186	179	177	177	179.8	9
11	182	186	175	179	181	180.6	11
12	183	177	173	178	180	178.2	10
13	178	178	180	176	170	176.4	10
14	177	181	179	184	175	179.2	9
15	180	177	183	179	179	179.6	6
16	178	177	178	182	175	178.0	7
17	171	177	178	171	180	175.4	9
18	179	178	180	170	184	178.2	14
19	179	182	180	176	184	180.2	8
20	178	180	177	182	175	178.4	7
21	172	181	179	182	180	178.8	10
22	181	176	176	178	184	179.0	8
23	175	176	177	184	172	176.8	12
24	184	180	178	180	177	179.8	7
25	180	174	180	178	182	178.8	8
26	182	179	177	179	176	178.6	6
27	174	180	183	179	178	178.8	9
28	174	183	178	177	178	178.0	9
29	177	181	179	175	172	176.8	9
30	175	179	185	180	178	179.4	10
31	179	174	172	178	179	176.4	7
32	173	180	176	181	178	177.6	8
33	183	179	180	177	181	180.0	6
34	181	173	177	179	182	178.4	9
35	178	184	174	180	179	179.0	10
36	173	180	185	180	179	179.4	12
37	181	176	176	173	177	176.6	8
38	178	176	178	173	176	176.2	5
39	181	181	176	180	179	179.4	5
40	185	181	178	181	177	180.4	8

Acknowledgement is made to Mr. C. G. Cockinos and Mr. B. E. Lawson for making the numerous determinations of viscosity of chocolate on the MacMichael viscosimeter, and to Mr. Cockinos for his calculations from the data. Both are employees of the Walter Baker Laboratory.

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COCONUT NEWS & PREVIEWS

By Charles B. de Maya
Mgr. Franklin Baker Laboratories

and Max E. Ruehrmund
Mgr. Franklin Baker Industrial Service Laboratory

COCONUT SUPPLY CABLE

During the month of October 1951, shipments of coconut from Republic of the Philippines reached a total of 9,640,000 pounds. This is an increase over September's shipments and the largest quantity of any month during 1951, though it is far below the total of October 1950, which was 15,126,000 pounds.

The cumulative total for the 10-month period ending October 1951 was 75,145,000 pounds—as compared with the cumulative total of the same period in 1950 of 133,536,000.

However, supplies are still sufficient to meet all normal demand.

CREAMED COCONUT

With the Christmas season coming up, CREAMED COCONUT is getting a big play in special candies for the holidays. Here are a few formulas you will want to try. Write for complete details.

CHRISTMAS BON-BONS

Color your Bon-Bons pink, green, and white for Christmas. Top the pink ones with a cinnamon dot, the green with a pistachio nut, and the white with freshened Macaroon Coconut. Bon-Bon formulas for center and fondant coating made with Creamed Coconut and Gem Medium or Macaroon are obtainable by just dropping us a line.

HOLIDAY COCONUT STRAWS

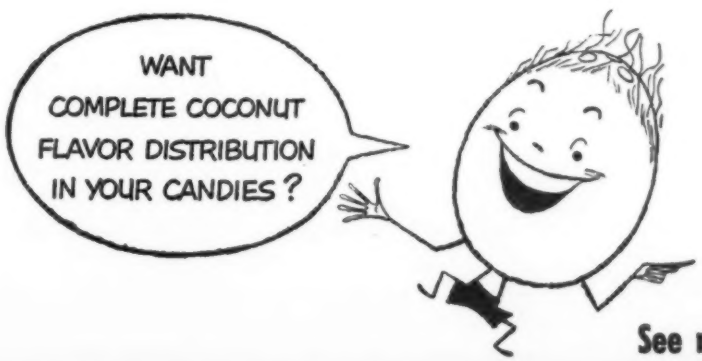
A high-quality piece of hard candy. Jackets can be flavored with rum or molasses. Centers contain Creamed Coconut and Toasted Macaroon. Often called SATIN FINISH COCONUT STRAWS because of high gloss.

CHRISTMAS COCONUT CANDIES

Smooth, creamy Coconut Creams tinted a light pink or light green and flecked with pieces of red or green Maraschino Cherries. A holiday special for the retail trade. May be hand-rolled or deposited through Friend machine. These confections contain Creamed Coconut and Gem Macaroon.

NOEL ORANGE COCONUT CREAMS

Delicious, easy-to-make candy pieces that consist of Baker's Gem and Creamed Coconut—plus whole fresh oranges. Write for formulas on this page—or for any others you may wish to develop.



See next page

100% FLAVOR MAKES THE BIG DIFFERENCE!

With CREAMED COCONUT, Every Coconut Candy You Make is TOPS in Flavor!

There's this about coconut . . . its flavor is subtle and delicate.

When you put shredded coconut into your Coconut Candy centers, you taste the coconut flavor *only when you chew the coconut in the center!*

However, when you bite into a candy piece that has a CREAMED COCONUT center, you get *instant* coconut flavor reaction. That's because the coconut present is ground into minute particles . . . a sort of "pre-chewed" form which releases the flavor immediately.

You can prove this for yourself, if you like. Just put a piece of shredded coconut into your mouth. Now put some CREAMED COCONUT in your mouth.

With CREAMED COCONUT, you get the full coconut flavor without chewing.

Creamed Coconut—A Good Mixer

When CREAMED COCONUT is made, the natural coconut oil (which carries the flavor) is released as the coconut meat is being ground into extra-fine particles. As a result, you have tiny coconut meat solids suspended in natural coconut oil . . . or simply shredded coconut in liquid form. The liquid is then creamed by chilling.

In this form, the coconut flavor is more thoroughly dispersed throughout the candy piece. *It is the only form of coconut that can be readily dissolved and emulsified in the syrup phase of the Coconut Candy to give uniform distribution of flavor.*

So, with CREAMED COCONUT, you get *complete coconut flavor distribution* throughout the entire candy.

Creamed Coconut—Lubricant PLUS!

Very often, in many coconut candies, the center becomes dry and hard. That's because these centers, which are made of shredded coconut, do not readily absorb or retain *moisture.*

CREAMED COCONUT has a very high natural-fat content (68%, to be exact). This fat *lubricates* the center, makes it softer, more pliable, gives it a better texture. The finely ground fibers in CREAMED COCONUT maintain this superior texture by absorbing moisture and *holding* it . . . far better, in fact, than shredded coconut which has a large surface. It is this moisture-retention characteristic of CREAMED COCONUT that imparts *longer shelf-life* to your coconut candies.

Inside-Outside Moisture

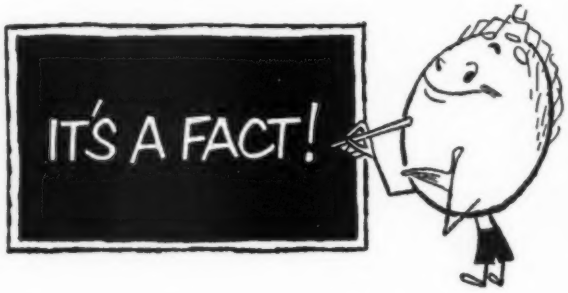
On the other hand, the center of the coconut piece may be excellent, but the coating on the outside may be dry and hard.

Here, again, the problem is solved with CREAMED COCONUT. As in both the coating and the center, CREAMED COCONUT establishes moisture equilibrium throughout the entire candy. And that's what makes a coconut candy piece really good—the kind that makes real sales!

A Long Life—And A Fresh One!

The moisture-retention factor in CREAMED COCONUT is important in another way, too. It keeps your candies fresh for a longer period of time.

Also, there's practically no danger of CREAMED COCONUT becoming rancid because the natural coconut fat is more highly resistant to rancidity than almost any other fat used in the manufacture of candies.



If you are one of the manufacturers who have not experimented with CREAMED COCONUT for your candy pieces, Franklin Baker invites you to take advantage of our laboratory services. We will be glad to give you more information—or help you develop a formula with CREAMED COCONUT to suit your needs.

Call or write Franklin Baker, Hoboken, N. J.

HEADQUARTERS FOR COCONUT, FRANKLIN BAKER DIVISION, GENERAL FOODS CORP., HOBOKEN, N. J.

A type of coconut for every confectionery need. Complete line includes the following famous brands:

Gem Philippine Coconut (10 varieties) **Golden Toasted Coconut (7 varieties)**

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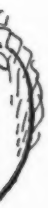

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TABLE II

Frequency Distribution of Viscosity Readings

°MacMichael		Frequency
187	XX	2
186	XX	2
185	XXXXX X	6
184	XXXXX XX	7
183	XXXXX XX	7
182	XXXXX XXXXX X	11
181	XXXXX XXXXX XXXXX XX	17
180	XXXXX XXXXX XXXXX XXXXX XXXX	24
179	XXXXX XXXXX XXXXX XXXXX XXXXX XX	27
178	XXXXX XXXXX XXXXX XXXXX XXXXX X	26
177	XXXXX XXXXX XXXXX XXXXX X	21
176	XXXXX XXXXX XXXX	14
175	XXXXX XXXXX	10
174	XXXXX XXXX	9
173	XXXXX X	6
172	XXXXX	5
171	XXX	3
170	XX	2
169	X	1

The plotting of the data in Table I in a frequency histogram, Table II, shows the incidence of readings at the different viscosities obtained all on the same batch of chocolate. The maximum number of determinations gave 179 but minor variations in the operator's technique, all unknown to him, gave a spread of —10 to +8 which is close to three times the standard deviation which was calculated. Thus the reading a person obtains on one determination on the MacMichael viscosimeter may be anywhere within the range of ±11 from the true reading. Such should be realized when comparing viscosities on two different samples of chocolates or when comparing viscosities with different wires or instruments.

In the hope of finding another instrument which would have greater accuracy or reproducibility on chocolate than the MacMichael several have been tried. The Fisher Electroviscometer was tested in comparison with a MacMichael and, though it showed advantages in operational characteristics, it did not have an accuracy quite as good as the MacMichael. The Ultra Viscoson of the Rich-Roth Laboratories was tested also but its behavior with chocolate did not appear satisfactory and it yas felt that more development work was necessary before it might be considered.

The above discussion is intended to point out the problem of a fine measurement of chocolate viscosities with the existing equipment. As a result the measuring instrument and method is the limiting factor on the control of chocolate viscosities by the manufacturer as well as the general reproducibility of results between two sources of measurement.

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Courtesy, Fisher Scientific Co.

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THE MacMICHAEL VISCOSIMETER

° About 22 years ago the MacMichael Viscosimeter was introduced to the chocolate industry. The MacMichael Viscosimeter operates on the torsion principle. A plunger of standard dimensions is suspended by a torsion wire of fixed length from the top of the instrument. The material is placed in a cup, which is revolved at a constant speed on a motor driven platform mounted on ball bearings near the center of the instrument. As the cup containing the chocolate revolves, it tends to drag the plunger with it, twisting the wire which cannot rotate because it is fixed at the top. The amount of twist imparted to the wire, depending upon the viscosity of the material, is read on a graduated disc attached to the spindle. Because this instrument was originally designed to handle any material from a thin solution to asphalts or stiff glue, it has to be very flexible. The flexibility is obtained by varying the speed of rotation, the diameter of the plunger, the size of the wire which is twisted, and the immersion of the plunger. Each chocolate manufacturer adopted a combination of these variables to test his chocolate and expressed his results in terms of the degrees MacMichael which were reflected by his particular combination of conditions. This has resulted in a continued state of confusion in the confectionery industry, as it has been difficult for the users of chocolate to reconcile the numbers attached to the viscosity specifications of the various chocolate manufacturers—*Aug. '49* THE MANUFACTURING CONFECTIONER.

Labor Costs and Profits

Is the rising cost of labor eating into your profit? Constant control is necessary to check it. Here's how . . .

By FRANK BUESE
A. T. Kearney & Co.

PLANNING for profit, as described in the August issue, is a fundamental management principle. In the highly competitive candy industry, the difference between the selling price and the anticipated profit is made up of costs, an important classification of which is labor.

Why Labor Costs Are Important

Labor expenditures consume from 10 to 20 per cent of the sales dollar. This is a smaller share than that taken by material.* However, losses in labor are likely to be much larger proportionally than those in material. Material in a confection would rarely be wasted to the extent of 50 per cent. By contrast, the loss of 50 per cent of the expenditure for labor (or doubling the unit cost) is frequent. For example, if a machine breakdown compels workers to be idle for 4 hours, half of the day's pay is wasted. Payments to an untrained worker may be a 100 per cent loss.

Furthermore, profits are usually only a fraction of the payroll share of income. Therefore, excess labor costs may eliminate profit. If the labor cut of the sales dollar is 16 cents and the profit before taxes is 4 cents, an increase of one-fourth in the labor cost will eliminate the profit.

Finally, substandard output by the employees usually means substandard output from equipment. Consequently, losses in payments to employees are accompanied by losses in overhead. The latter subject will be discussed in a forthcoming installment.

The probability of erratic fluctuations in labor productivity, the ratio of labor outlay to profit and the tie up with overhead all lend emphasis to the importance of control and reduction of labor costs. Management's function here may be divided into three parts:

1. Setting standards of output and cost.
2. Regulating conditions so that the standards will be met.
3. Improving methods so that costs can be continually reduced.

Standards on All Operations Are Basic

Control of labor costs is based upon standards of productivity; that is, the amount of work which is expected per worker hour. Such measuring sticks of performance should be practical goals which can be met with the equipment now in the plant. They should be the basis of the cost estimate employed to calculate the profit on the product.

Accountants divide payroll into direct and indirect. The former is composed of the wages paid to workers who are engaged in cooking, casting, forming, coating and packing candy. Indirect labor includes truckers, maintenance employees, firemen, watchmen, stockmen and others whose time cannot be allocated to each product. Uncontrolled costs in both accounting classifications will eat into profits. Standards of performance are, therefore, advisable on indirect as well as on direct labor operations.

Methods of setting standards fall into the following categories:

1. Estimates
2. Past Records
3. Tests of single runs
4. Time study
5. Motion analysis

These procedures vary in accuracy, consistency and flexibility. An estimate may become the standard amount of product No. 176 expected from a mogul in an 8 hour day. The figure is an over-all guess which is of dubious accuracy even though reinforced by experience. Inaccu-

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* See November, 1951 issue of THE MANUFACTURING CONFECTIONER.

This is the third of an exclusive series on cost control, written especially for The MANUFACTURING CONFECTIONER *by Frank Buese. The first article, in the August issue, outlined the way to increased income through profit planning. The second, in the November issue, told how to keep material losses from eating into your profit. The fourth and final article will be published in the near future.*

Mr. Buese is widely known in the confectionery industry as a foreman, industrial engineer and consultant. His work has been primarily concerned with the control and reduction of costs. He is presently associated with A. T. Kearney & Co., management engineers.

racy may be greatest on new products on which no reliable experience is available.

Past records of performance may be slightly more reliable than estimates in setting standards, but are not applicable to new products which differ from the old. They do not determine what should be done. They merely tell what has been done. However, past records tempered with judicious estimates may serve to contrive usable standards on complex operations such as maintenance.

Tests of single runs are in reality the collection of past records for brief periods and are subject to the same shortcomings. Furthermore, the observation is often made while the workers are inexperienced on new products or new processes, thus requiring a supplementary estimate of potential improvement.

Time study is much more effective in establishing accurate standards than the three methods which have already been discussed. Briefly, as most production executives know, the process consists of subdividing an operation into small elements which are timed separately. Obvious avoidable losses of time can be eliminated from the computation. The observer estimates the rate of productivity at which the worker is performing during the study. His judgement of this factor is sometimes a source of both error and controversy, especially if inexperienced workers are timed. Adjusting time values for the effect of poor work methods is usually difficult and often neglected.

For many operations time study is entirely satisfactory for establishing standards. It is most likely to be unsatisfactory on operations where the output is controlled by the motion path followed by the worker. This is true of many nominal "machine jobs."

Motion Analysis Is Practical

To overcome the defects of time study observation, motion analysis is rapidly becoming the preferred procedure in establishing performance standards, particularly for operations involving manual work. This category includes many operations involving machines, such as packing candy on conveyors, compounding batches, feeding automatic wrappers or operating power cutters. Motion analysis is begun by recording the motion cycle of the worker and assigning to each motion a predetermined time value. The total of these values is the time for the operation. An estimate of the employee's observed production rate is unnecessary. Excess motions due to inexperience or incorrect method may be omitted from the compilation. An added advantage is that the time required for a carefully planned operation can be calculated even before the training of workers begins. MTM (Methods-Time-Measurement) is a practical procedure of motion analysis which is applicable in all plants.

Setting labor standards is becoming more complex and is, therefore, a task which will increasingly be performed by specialists. Their engineering techniques tend toward accuracy and impartiality.

A Challenge to Management

Standards can be set by technical experts but only capable supervision at all levels can bring actual plant performance up to standard and keep it there. Every supervisor knows many sources of excessive labor costs. A number of conditions which help to prevent such losses are discussed in the following paragraphs.

All employees should realize that low labor costs protect their jobs as well as the assets of the owners. Executives and supervisors must understand the purpose of performance standards and their relationship to profits. Each foreman is competing with those who are his counterparts in rival factories.

Workers should be adequately trained, whether they are newly employed or old workers transferred to new jobs. An employee who is not trained in his work cannot be expected to meet productivity standards. In a seasonal industry like confectionery manufacturing, the losses due to poor training of employees employed only for the rush season are often appalling.

An important factor in achieving standard productivity is employee morale. A well-equipped plant, with low employee morale and uncooperative workers may be more expensive in labor than a plant with poor facilities but with workers who are convinced that they are fairly treated and who put interest and enthusiasm into their jobs. Executives and supervisors will build good morale if they possess the art of leadership.

The Personnel Director should "get into the act." He has the job of helping maintain competitive labor costs. This does not mean that he should hire people at hourly rates below the prevailing level for the industry. However, he can help to obtain low labor costs by:

1. Hiring employees who will be stable.
2. Taking steps to keep labor turnover low.
3. Devising a wage schedule and progression of hourly rates which will be fair and worthy of employee acceptance.
4. Setting up lines of promotion so that qualified workers may progress with the company.
5. Providing satisfactory employee services, such as lockers, washrooms and cafeteria.

Equipment Troubles

Faulty equipment is a frequent source of excessive labor cost. When a machine breaks down and workers stand about while mechanics frantically make repairs, the company is paying for idle time, or for 100 per cent *non*-productivity. Machinery may be causing losses in other ways; for example, by operating at sub-standard speed. The workers may be busy but the machine prevents them from delivering normal output. It is not uncommon to observe machines manned by ten employees with output rates varying by 50 per cent between companies. Another cause of loss is low quality merchandise or scrap. The manufacturer here loses not only the material but also the labor which has been expended in making a non-salable product.

Interruption in the flow of material any where in the plant is almost certain to result in wastage of time. If material is not at hand when needed, the employee has no recourse except to wait until it is brought to him. If he turns out candy at above normal productivity and suddenly finds that there is no room left to place his output, he is forced to stop until supervision has reestablished adequate movement of material.

"How Are We Doing?"

Figures of productivity in terms of hours should be supplied to workers, foremen and superintendents daily

or at least weekly. A foreman has the right to be told how the performance of his department compares with standard. He may also help himself by making hourly production checks of the output of both workers and equipment. When hourly production falls below standard, he can take immediate steps to correct the condition which is responsible. Records of the reasons for failure to meet standards should reach the desk of the plant manager daily. He must overcome the cause of failures. It is up to management to establish the conditions necessary to prevent idleness and low production.

Increases in wages have brought about increases in labor costs. Statistics, as indicated on the chart below, indicate that the proportion of the sales dollar spent on labor costs is increasing in recent years. For this reason, the attention of management to labor costs is more urgent. Voluntary limitation of output by employees can be a cause of high labor cost, but most losses are caused by management. Only after all other reasons for low labor productivity have been corrected may management say that workers are "just naturally slow," and "you can't do anything about it."

Incentives Can Back-fire

Incentives are an effective means of increasing productivity, but they are not a remedy for every operating ill. They can be a source of trouble if hastily and unwisely installed. To promote success, the following favorable conditions should precede an incentive plan:

1. Capable supervision.
2. Reduction of delays to a reasonably low level.
3. Accurate standards of output established by good time study and motion analysis and kept up to date for changes in operations.
4. Effective training of workers to enable them to "make" incentive pay.
5. Accurate measurement of production in pounds, boxes or other easily understood units.
6. A procedure for promptly handling employee grievances on incentive earnings.

Wanted—Better Methods

Meeting present standards is not good enough. Competitors may be winning by better methods. All too often workers are left to their own devices in deciding how jobs should be done. The foremen are usually too busy to devise effective methods while supervising their departments. So a constant loss of labor dollars is likely to continue until someone is assigned to the sole task of effectuating improved methods of performing factory operations.

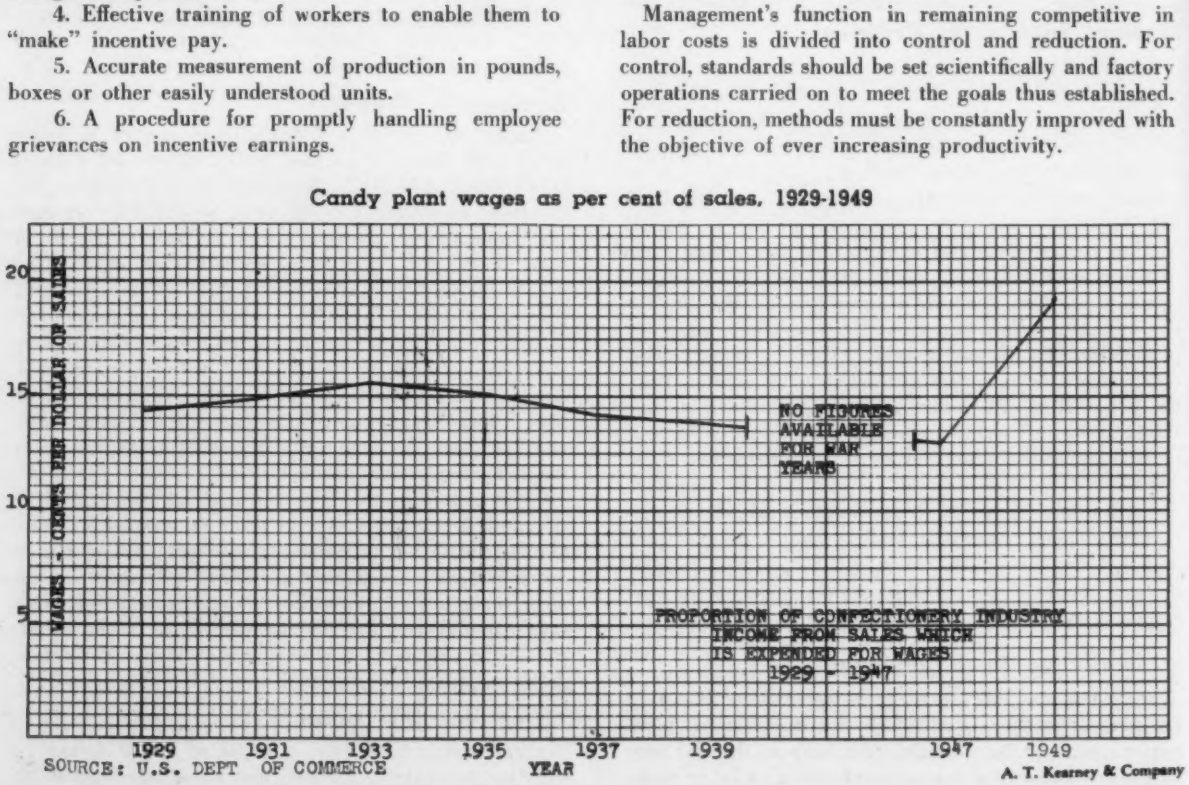
Approaches to improving methods are many. One which is obvious consists of providing good machinery. Less obvious but equally fruitful is the study of the manual portions of operations. In this assignment, an effective tool which has already been described is motion analysis such as MTM (Methods-Time-Measurement). A knowledge of the motion path followed by the worker will indicate the direction which attempts at improvement should take. Likewise, an analysis can be made of the motions anticipated in the revised method, the time precalculated and the probable saving estimated before training a worker to perform the job.

Though supervisors may find little time for the small details of bettering an operation, they can contribute many worth-while suggestions. "Work Simplification" is a technique which encourages such contributions by supervisors and workers. Perhaps even more important, it makes these groups receptive to improved methods and enables them to appreciate the importance of remaining competitive in productivity.

Profits which are usually a small proportion of labor expenditures are seriously diminished by excesses in labor costs and by the accompanying losses in overhead.

Management's function in remaining competitive in labor costs is divided into control and reduction. For control, standards should be set scientifically and factory operations carried on to meet the goals thus established. For reduction, methods must be constantly improved with the objective of ever increasing productivity.

Candy plant wages as per cent of sales, 1929-1949



SOURCE: U.S. DEPT OF COMMERCE

A. T. Kearney & Company

candy making for the beginner:

by **ALFRED E. LEIGHTON**
Consulting Food Chemist & Candy Technologist
Riverdale, N. Y.

Lesson XII (Cont'd)

CHOCOLATE—ITS MANUFACTURE, AND USE IN CANDY MAKING

Sugar Bloom differs from fat bloom in origin. It is caused by improper air conditions with respect to humidity and temperature. Sugar bloom can be initiated anywhere, and at any time that circumstances become unbalanced. When cold chocolate pieces emerge from a cooling tunnel for example, into the air of a work room which is some degrees higher in temperature than that of the pieces themselves, when moreover, the air in the room has not been properly de-humidified (excess moisture removed) those cold chocolate pieces will cool the layers of air in immediate contact with them. This cold air, now cannot contain as much moisture as it did when warm, so the excess comes out and deposits itself on the chocolate in the form of a dew—so fine at times, that it cannot be easily seen. The covering of dew or moisture on the chocolate, dissolves some of the sugar from the coating, to form a syrup. The syrup then dries and leaves behind a covering of fine sugar crystals: just as objectionable and as unsalable, as the fat, in fat-bloomed chocolates. The retail chocolatier whose equipment does not include de-humidifying and air conditioning installations, is under a disadvantage, especially on wet, rainy, and highly humid days. When unrestrained wet air enters a work room and comes in contact with cold chocolate surfaces, good results are virtually impossible, and work has to come to a temporary halt. The remedy and cure, economics permitting, is the installation of suitable conditioning machinery to reduce humidity and temperatures to favorable working ranges.

The Use and Value of Lecithin in Chocolate Work

Lecithin is a natural material most usually obtained from soya beans. Other sources, both vegetable and animal, exist and are exploited. The material has been referred to in earlier lessons as a useful adjunct to assist in the emulsification of fats and fatty materials into candy. In this lesson reference has also been made to the very necessary addition of cocoa butter to the pasty dough of chocolate liquor, sugar, etc. in the melangeur when making coatings. Workability of the mass is thereby obtained, at a cost, which limits the quantity of cocoa butter that can be used. Fortunately, the unique properties of Lecithin provide similar effects, with others thrown in for good measure. Lecithin, therefore, is not an uncommon addition in the composition of chocolate coating. It not only helps the coating maker, but the candy maker as well. The addition of from three to five ounces of Lecithin per hundred pounds of chocolate, helps considerably in coverage work, especially when the chocolate's viscosity is initially too high. When rough and uneven surfaced centres have to be machine-coated, without showing pin holes and bald spots (and that is always) the presence of Lecithin in the coating is a great help. Again, in the moulding of chocolates, air entangled in the chocolate must be released. The viscosity therefore must be such that the material will run into all parts of the intricate designs of moulds, fill them completely, and permit air bubbles to escape. Perfect contact with metal surfaces is thereby obtained, and freedom from pinholes in the surface of the moulded pieces, is ensured: other things being equal. Some commercial coatings contain Lecithin added by the maker, and should not be further enriched in this respect, unless the maker recommends it and agrees that such additions can be helpful. There is a limiting value for the amount of Lecithin a coating can contain. To increase the amount beyond this value is not advisable. Controlled amounts of cocoa butter can however be added in such cases, within the limits of the economy of the process.

Among the extra benefits that can be looked for as a result of the proper use of Lecithin are: improvement in gloss, reduction in greasy feel, easier release from moulds when they are used, a greater resistance to atmospheric changes (moisture pick-up and the like), and a certain stability and ease of adjustment in viscosity.

Hand Dipping. The problems associated with the handling of chocolate in hand dipping work, are simple in any candy kitchen that is already preparing chocolate for machine work. In such cases a supply of molten chocolate, ranging in temperature from 87 to 89 degrees Fahr. is placed in a chocolate warmer, located in the centre of a suitable table, and within convenient reach of the hand dippers. The chocolate warmer is usually an open semi-

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This series of articles by Alfred E. Leighton, consulting food chemist and candy technologist, is designed to fill a gap existing in the confectionery industry caused by the prevalence of departmentalization in manufacturing operations. This has discouraged the all around candy maker to the point where as a craftsman—he is a fast vanishing entity. The series is designed exclusively for the beginner to better his understanding of the function of ingredients and the "why's" of candy making.

The series is soon to be published in comprehensive book form by The MANUFACTURING CONFECTIONER *Publishing Company. Pre-publication orders for the book are now being accepted.*

cylindrical jacketed tank, longer than it is broad, and heated electrically or with hot water. Such warmers may have a capacity of two gallons of coating—and to keep their contents under the most desirable conditions at all times—the vessels will be thermostatically controlled. Hand dippers usually temper their own chocolate. This they do by drawing a supply of chocolate from the warmer, and placing it in the form of a pool, on a greased marble slab, or on a wax paper covered board. The dippers work the chocolate pool about with the edges of their cupped hands, until the material acquires thickness and the correct feel, which they recognize by experience. The temperature of the chocolate at such a time, and under favorable conditions, will be about 87 degrees. The pool of tempered chocolate so created, is used for the hand dipping process. As the supply of chocolate becomes exhausted in the pool, it is replenished from the chocolate warmer, and the fresh chocolate tempered by the operator. Some hand dippers prefer to work with a reserve pool of warm untempered chocolate held in one corner of their slabs from which they draw, to replenish the puddle of tempered chocolate they are working. The two are blended, the viscosity thereby adjusted, and the chocolate prevented from becoming too heavy, or setting too soon. In this way, satisfactory working conditions are maintained over long periods of the working shift.

In addition to the chocolate warmers described, there are also pieces of equipment available, that will melt and temper 100 pounds of coating automatically. These machines have a melting vessel super-imposed over a tempering tank. The two parts have temperature adjusting and maintaining devices as mentioned for chocolate warmers. The lower tank, containing tempered chocolate is the source of supply for the hand dippers. Once the chocolate is in temper and ready for use, the operators all work along similar lines by having a supply of uncoated centres for dipping at the left, and feeding them one or more at a time to the pool of tempered chocolate. The pieces are then picked up singly with the thumb and middle fingers holding the piece, spreading the covering uniformly over it, and finally depositing it on a wax-paper-covered board prepared to receive it. While depositing the piece on the board, the thumb will be permitted to hover for a split second over the coated piece, and drip a string of chocolate as a decoration, on it. By the time the sixth piece is covered and deposited on the board, the first piece should be dry, if the chocolate was in proper condition, and the temperature of the dipping room in the correct range. Trouble-free hand dipping calls for dipping room temperatures about 65 degrees, humidity low—about 50%, and temperature of the centres before dipping, that of the room, or a little lower. If the centres are permitted to remain in the dipping room for a period long enough before dipping, they will acquire the temperature of the room and be in the best condition for coating.

Practical Exercises in Hand Dipping

(Only to be performed if the room temperature ranges about 65 degrees plus or minus 2 degrees)

Owing to the difficulty of purchasing suitable small quantities of sweet chocolate coating, students will make their own by the following procedure:

Purchase: 1 pound of bitter chocolate of any well known brand: 1 lb. of confectioners XXXX sugar (chain store items), 4 ounces of fresh (not rancid) cocoa butter (drug store item—a supplier item if purchased in larger quantities).

Assemble double boiler, small saucepan, rubber mould, dipping fork, wax-paper covered cookie sheet, wooden spoon.

Preparation. 1. Break 1 lb. bitter chocolate into small pieces, and place in top of double boiler. Place top in hot water around 140 degrees, and melt chocolate, keep stirring with wooden spoon to hasten melting.

2. Weigh out 11 oz. confectioners sugar—see that this item is a free flowing fine powder without lumps. If lumpy, crush lumps under a rolling pin run over the sugar, placed on a bread board. Add the fine powder in a thin stream to the chocolate—mix well and completely.

3. Weigh out 2 ounces of cocoa butter into the small saucepan—heat gently to melt, either over hot water or over a small flame. Add molten cocoa butter in a fine stream to the sugar-chocolate mixture—add a few drops of vanilla extract—stir to mix and blend, thoroughly and completely.

4. Remove the top of double boiler and contents from the heat, and place in cool water—stir until temperature drops to 88 degrees—replace cool water with water at 90 degrees and the chocolate should be ready for use. Keep jacket water at this temperature, replacing the water as the temperature drops if the chocolate shows signs of unmanageable thickening. Stir chocolate from time to time to keep it uniform.

Dipping (Method 1) Arrange various centres for dipping; such as fondant wafers (colored and flavored as in earlier lessons), caramels, fudge pieces, jellies, blanched browned almonds, on the left within easy reach. Place the paper covered cookie sheet on the right to receive the coated pieces.

1. Place centres singly, upside down in the chocolate coating. Remove covered pieces from the chocolate by placing the loops of the dipping fork under them (the fork should be warmed first by placing under a stream of warm running water and then drying thoroughly—drops of water must not be allowed to run into the chocolate). With the fork still carrying the covered pieces raise it from the chocolate, tap it lightly, with a scraping motion of the fork on the edge of the boiler top; to remove excess of chocolate. Move the fork with its covered pieces to the cookie sheet. With a turn of the wrist holding the fork, invert pieces right side up, and place them gently on the wax-paper covered sheet, on the right. Raise the fork gently from the pieces, it will pull some chocolate with it and leave a ridge on the surfaces of the pieces which may be left as a decoration; or the fork with its dripping chocolate, may be moved over the pieces to leave any design the student's skill and fancy make possible. Repeat the dipping process until the desired number of pieces have been coated. The first pieces should be dry by the time the fifth or sixth deposits are being placed on the sheet. Should the dipping chocolate in the boiler top unavoidably become too thick—it can be restored to working viscosity by going through the warming and cooling processes again, as described in item 4 under the heading of

"Preparation". Unused chocolate from this exercise can be re-used by re-melting and re-tempering it.

Method 2. Using chocolate as obtained under item 4, but at a temperature of 90, pour about 6 ounces on to the corner of a slightly greased sheet of wax paper, covering a cookie sheet or board. With the edge of your cupped hand, draw about one half of the pool of chocolate into the middle of the sheet, and with a circular motion, work the chocolate around and around, raising the hand occasionally and letting the chocolate fall from it onto the puddle of chocolate being worked. When the mass has thickened somewhat—it will be in a condition to receive pieces for coating. 1. Arrange centres for dipping as described under Method 1., 2. Drop centres into the puddle of tempered chocolate—move the thumb and middle fingers over the pieces to ensure complete and uniform chocolate coverage—place the coated pieces on the board arranged to receive them. As the fingers release the pieces, allow the thumb to hover over the pieces, and the chocolate from it, to drip on the top of the surfaces. By moving the thumb in the form of an S or any other figure, an attractive string can be left as a decoration before the finger is finally removed from the pieces. In this method of dipping, the chocolate will thicken and can be thinned out to workable consistency by drawing some of the un-tempered chocolate from the corner of the slab and working it into the puddle until a satisfactory viscosity is obtained. Unused chocolate can be re-used as described under Method 1. When the dipped pieces are dry they can be packed in suitable containers, with sheets of wax-paper and some stiffener to separate the layers, and held in storage until wanted. Storage places should be about 65 degrees F. and be dry. Chocolates made by either of the methods described, when held for a week under the type of storage conditions mentioned, should be in a good condition for eating, and present an attractive appearance and pleasing sheen.

Some Notes on Practical Exercises in Dipping

1. When dipping very sweet centres, straight bitter chocolate may be used without sugar or cocoa butter additions. Bitter chocolate is much thinner when melted than the sweet item—in order to bring in a suitable viscosity and condition for dipping, it is customary to add vanilla extract to the molten liquor—up to 1 teaspoonful of extract to 1 lb. of bitter chocolate, may be used if necessary.

2. Avoid getting perspiration from the palm of the hand into chocolate—moisture in any form thickens chocolate—the addition of vanilla extract to bitter chocolate does just that when it is wanted for the purpose.

3. A little variety in shapes for dipping may be made by re-melting colored and flavored fondant (as described in an earlier lesson) at temperatures not exceeding 140 degrees and pouring, or casting the remelt into some of the simpler shapes in the rubber mould (rinse rubber mould in cold water and empty before using). The moulded pieces are removed (by bending and stretching the mould) when properly set and placed on one side to firm up enough to stand handling and dipping.

To be continued. Next installment will touch upon adjuncts used in candy making.

Confectioners' Briefs

• **F. S. Yantis & Co.,** Chicago, owners of a large block of Chase Candy Co. stock, have announced a proposal to purchase all the stock of the Nutrine Candy Co. of Chicago.

The investment concern has offered to buy the 400,000 shares of Nutrine at $5 a share. The company presently owns 40 percent of Chase stock.

Nutrine's two largest stockholders were reported to have accepted the offer. Other shareholders have until Dec. 10 in which to accept. The plan requires the approval of the holders of two thirds of the Nutrine shares.

The proposal asks for the dissolution of Nutrine. The trade names and good will of the firm will be sold to Chase for warrants to purchase 200,000 shares of Chase common during a five-year period at prices starting at $2.50 a share and increasing to $3.50 a share.

If the deal is completed, Ralph A. Wenger, Chase chairman will continue in that capacity. W. A. Yantis, Chase president will become vice-chairman of the board, and Neal V. Diller, Nutrine president, will become president of Chase.

• **Distributors Candy Corporation,** a newly formed Chicago firm, is negotiating for the purchase of the Schutter Candy Division of the Universal Match Corp.

The new firm has filed with the Securities and Exchange Commission a registration statement covering 200,000 shares of Class A common and 50,000 shares of Class B common, which it plans to issue to help finance the purchase.

Distributors has two purchase options covering the transaction. Under one it would pay $1,300,000 for the properties by December 31. The alternative sets a price of $1,800,000 of which $250,000 would be paid December 31, and the remainder in 20 semi-annual installments of $75,000 each.

Under both plans, 25,000 shares of the Class B ($2 a share) offered for the assignment of an option to purchase, would be credited to the purchase price.

• **Walter L. Richmond** has been appointed superintendent in charge of manufacturing at the Atlanta, Ga., plant of Norris Candy Co., it was announced by R. Lawton Henderson, president.

Mr. Richmond is well known throughout the confectionery industry and has a long background of association with various confectionery plants. Early in his career he was employed by the New York firms of Park & Tilford, Loft, The Mirror Stores

Please turn to page 42

A Profit-Paying Investment...

THE SAVAGE CONTINUOUS CANDY CUTTER

(Brach Patent)

Floor Space, 26" x 25' Shipping Weight 1,250 lbs.

THE FIRST COST IS THE LAST COST

No additional chains to make different shapes--changes from one style to another instantly.

Without any adjustment or change the Savage Continuous Candy Cutter will cut any Pillow shaped goods, Chips, Straws or Waffles—either hard or soft centers—and cuts any width or thickness from the thinnest straws to ¾ inch, and from ⅜ to 1½ inches in length.

1. BABY KISSES—any small piece ⅜-inch long and up to ¾-inch wide—are cut on this series of knives.
2. PILLOWS, CHIPS, STRAWS—¾-inch long and ⅛ to 1½ inches wide—are cut by this set of knives.
3. STRAWS, CHIPS, PILLOWS—1½ inches long and ⅛ to 1¾ inches wide—are cut on this series of knives.
4. WAFFLES—¾-inch long and up to ¾-inch in width—are cut and stamped with this series of knives.
5. THE GUIDE—illustrated separately to the left, has two peculiarly shaped knurls which may be so turned and separated as to regulate the batch to any width from ⅛ to 1¾ inches as desired. Adjustments are made by simple thumb screws. An experienced operator can feed the machine without using the guide.

THE GUIDE — the only part of the entire machine that is changed.

High Speed--No Delays-- *Increased Output*

Perfect Cutting--No Waste-- *Reduces Cost*

(Also sold without conveyor

Since 1855

SAVAGE BROS. CO.

M. A. Savage, President • Richard J. Savage, Jr., Vice President

2638 GLADYS AVE. **CHICAGO 12, ILL.**

The MANUFACTURING CONFECTIONER'S

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Selected Best Candies of the Year

January Code 1D-51
Lollipops
6⅓ ozs. for 19 cents

(Purchased in Chicago, Ill.)

Appearance of package: Good
Container: Cellulose bag, paper clip on top, white printed in red, yellow and blue. Pops wrapped in printed cellulose.
Colors: Good.
Texture: Good.
Flavors: Good.
Remarks: A good looking pop package. Cheaply priced at 19c for 6⅓ oz.
Review: We receive a large number of pop packages over the year and while the workmanship and containers are good, the flavors are of the cheapest kind in most samples. The pops analyzed above were well flavored and the flavors were of good quality.

January Code 1F-51
Candy Cane
1¼ ozs. for 5c

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of package: Good.
Size: Good.
Wrapper: Cellulose wrapper printed in green.
Cane:
Stripes: Good.
Gloss: Good.
Texture: Good.
Flavor: Good.
Remarks: The best candy cane at this price we have examined this year. Cheaply priced at 5c.
Review: Hard candy canes are made mostly by retail stores. This cane was shipped from Chicago and arrived in perfect condition. The workmanship and flavor were of the best.

January Code 1H-51
Assorted Filled Plastic Hard Candies
1 lb. for 43 cents

(Purchased in a chain drug store, Chicago, Ill.) Sold in bulk.

Hard Candies:
Colors: Good.
Gloss: Good.
Molding: Good.
Jacket: Good.
Center: Good.
Remarks: The best filled hard candies at this price we have examined this year. Well made and good eating.
Review: Plastic filled hard candies are one of the most abused pieces we examine. Hard centers, thick jackets of cheap flavors and very poor colors are the main flaws. This sample of filled hard candies contained soft centers, good flavors, and thin jackets. It was cheaply priced at 43c the pound.

January Code 1M-51
Ribbon Candy
14 ozs. for 98 cents

(Purchased in a candy store, Boston, Mass.)

Appearance of Package: Good.
Size: Good.
Box: White board box printed in red and green. Folding type. Outside wrapper, gold paper printed in red and green. Imprint of candy in colors.
Appearance of Box on opening: Good.
Candy:
Colors: Good.
Gloss: Good.
Texture: Very good.
Workmanship: Very Good. Breakage very little.
Flavors: Good.
Remarks: The finest ribbon candy we have examined that was packed in a container. The packaging of this ribbon candy is exceptionally well planned.
Review: Most ribbon candy we receive is thick and poorly made. This sample was thin, showed very good workmanship and contained good flavors. Although it is slightly high priced, it is worth it.

January Code 1P-51
Chocolate Coated Molasses Peanut Bar
1 cent

Coating: Good.
Center: Good.
Remarks: The best 1c piece of this kind we have examined in some time.

January Code 1R-51
Chocolate Coated Vanilla Cream
No weight—1 cent

(Purchased in a retail candy store, Boston, Mass.)
(Sold by the piece.)

Coating: Good.
Center: Good.
Remarks: The best 1c piece of this kind we have examined this year.

January Code 1S-51
Sugared Gum Orange Slice and Gum Leaf
1 cent each

Colors: Good.
Sanding: Good.
Shapes: Good.
Texture: Good.
Flavors: Good.
Remarks: The best 1c piece of gums we have examined this year.

January Code 1V-51
Caramel Roll
1 cent

(Purchased in a retail candy store, Boston, Mass.)

Appearance of package: Good.
Wrapper: Wax paper wrapper printed in brown, white and yellow.
Roll:
Color: Good.
Texture: Good.
Taste: Good.
Remarks: We think this is the best 1c piece of its kind on the market.

February Code 2G-51
Assorted Hard Candies
4 lbs. for $1.79

(Sent in for analysis #4704)

Appearance of package: Good.
Container: Large size tin pail, gray color. Large white paper seal printed in red and black.
Hard candies:
Colors: Good.
Texture: Good.
Stripes: Fair.
Flavors: Good.
Remarks: Should be a good seller at this price. Cheaply priced at $1.79. Suggest a $2.00 price.
Review: A neat and attractive container for hard candies. Hard candies in the assortment were of good quality. We suggest the manufacturer check his cost on this package as we cannot see how he can make a living profit.

January Code 1X-51
Foiled Solid Chocolate
1 cent

(Purchased in a retail candy store, Boston, Mass.)

Chocolate:
Texture: Good
Gloss: Good
Taste: Good
Remarks: One of the best 1c piece of chocolate we have examined this year.
Review: How some manufacturers can put the quality into their one cent pieces is a mystery to us. These samples were outstanding in quality and workmanship. Many one cent samples we receive are unfit to eat.

January Code 1O-51
Chocolate Coated Peppermint Wafer & Vanilla Creams
1 cent each

(Purchased in a retail candy store, Boston, Mass.)

Peppermints:
Coating: Good for 1c piece.
Centers: Good.
Flavors: Good.
Remarks: The best 1c pieces of this kind we have examined this year.
Review: We have examined this candy a number of times and we have found the quality and workmanship to be of the best each time. These were better than some we examined in half and one pound boxes.

February Code 2B-51
Chocolate Coated Nut Crispies
5½ ozs. for 49c

Purchased in a chain drug store, Chicago, Ill.)

Appearance of package: Good
Box: One layer type, white printed in dark brown. Cellulose wrapper.
Appearance of box on opening: Good.
Coating: Milk chocolate: Good.
Center: Molasses and peanut butter.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: A well made piece and good eating.
Review: This piece was a little different than most of the molasses and peanut butter pieces. A very good quality peanut butter was used.

March Code 3F-51
Assorted Chocolates
14 ozs. for $1.00

(Purchased in a candy store, Chicago)

Appearance of package: See remarks.
Box: One layer type, buff paper top—print of spray of red roses. Name in yellow.
Appearance of box on opening: See remarks.
Number of pieces:
Dark coated: 13.
Light coated: 11.
Cellulose wrapper caramels: 2.
Coatings:
Colors: Good.
Gloss: Good.

Strings: Good.
Taste: Good.

Dark coated centers:
Lemon cream; Good.
Vanilla creams: Good.
Chocolate cream: Good.
Buttercreams: Good.
Maple nut cream: Cream good, flavor poor.
Date: Good.
Fruit nougat: Good.
Nut nougat: Good.
Sponge chips: Good.
Peanut clusters: Good.

Light coated centers:
Ting ling: Good.
Nut cream: Good.
Buttercream: Good.
Vanilla caramel: Good.
Cream: Could not identify flavor.
Nut nougat: Good.
Orange cream: Very weak in flavor.

Cellulose wrapped caramels: Good.

Assortment: Good.

Remarks: One of the best boxes of assorted chocolates we have examined recently at this price. For parcel post or express shipping, we suggest at least two dividers be used, because five pieces were broken. Box was finger marked; suggest a cellulose wrapper.

Review: While these chocolates are not in the dollar a pound class, we consider them one of the best we have examined in this price range. The chocolates were well made and of good quality.

March Code 3I-51
Assorted Chocolates
1 lb. for $1.15

(Purchased in a department store, New York City)

Appearance of package: Good.
Box: White glace paper, two layer type. Gold seal in center printed in black. White paper wrapper. Paper pleated on top, tied with red ribbon.
Appearance of box on opening: Good.
Number of pieces:
Dark coated: 28.
Light coated: 23.
Jordan Almonds: 2.

Coating:
Colors: Good.
Gloss: Fair.
Strings: machine: Poor.
Taste: Good for this priced chocolates.

Dark coated centers:
Brazils: Good.
Date: Good.
Nut taffy: Good.
Chips: Good.
Sponge: Good.
Vanilla caramel: Good.
Nut nougat: Fair.
Nut cream: Fair.
Jelly and marshmallow: Fair.
Cordial cherries: Good.
Pineapple core: Fair.
Dark cream: Could not identify flavor.
Cordial pineapple: Good.
Peppermint cream: Poor peppermint flavor.
Maple cream: Poor flavor.
Filbert cluster: Good.

Light coated centers:
Sponge: Fair.
Glace Pineapple: Good.
Filbert cluster: Good.
Date: Good.
Jelly and marshmallow: Fair.
Peppermint cream: Not a good peppermint flavor.
Nut cream: Fair.
Vanilla caramel: Good.
Nougat: Fair.
Cordial Pineapple: Good.
Cashew: Good.
Jordan Almonds: Good.

Assortment: Good.
Remarks: One of the best boxes of assorted chocolates we have examined in some time.
Review: This box contained a very large assortment, was neatly packed, and contained good quality with only a few exceptions. The workmanship was also good. In this price field, we consider this box to be one of the best.

March Code 3K-51
Chocolate Coated Assorted Buttercreams
1lb.—No price stated

Sent in for analysis #4707.
Appearance of package: Good.
Box: One layer type, embossed silver paper top, name embossed in dark red. White paper wrapper, overall print of name in dark red. Tied with a purple grass ribbon.

SIGHT-O-MATIC MILLS

can increase the output of those higher-priced man-hours

The new Lehmann 651-CV Five Roll Chocolate Refiner with Sight-O-Matic Control

It is as "certain as death and taxes" that present extremely high prices must drop sooner or later. And when the decline comes, the resistance to wage reductions will be much stronger than any influences that might support price levels. That will put many manufacturers in a hot spot, indeed.

And that is why management should do everything possible today to bring costs down to the irreducible minimum. The soundest step in this direction is to increase the efficiency of labor with new, labor-saving machinery.

That is where the Lehmann Chocolate Refiner with new Sight-O-Matic Control comes in. With the most notable improvement since this type of equipment was first introduced, this new refiner definitely increases the returns to employers for the higher-priced man-hours they must now buy. The Refiner reduces the human element, makes roll pressure and take-off knife pressure adjustments rapid and positive and permits better control of roll temperatures.

Send for full information.

LEHMANN

J. M. LEHMANN COMPANY, Inc.

MAIN OFFICE AND FACTORY: 546 NEW YORK AVE., LYNDHURST, N. J.

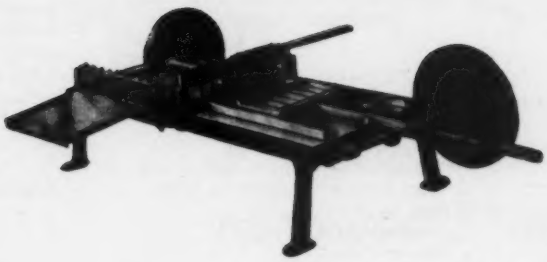
Appearance of box on opening: See remarks.
Number of pieces: 37.
Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Fair.
Taste: Good.
Centers:
Vanilla buttercream: Good.
Assortment: See remarks.
Remarks: One of the best vanilla buttercreams we have examined recently.
Suggest a divider or two be used to keep pieces in place. Six pieces were broken and were partly dry.
The consumer as a rule expects a fair assortment in a pound box of chocolates. We suggest at least six different centers be added . . . raspberry, orange, chocolate, nut creams, lemon, pineapple, etc. We doubt if this box would be a good seller unless the assortment were improved. Suggest a retail price of $1.25 the pound.
Review: We examine all kinds of so called buttercreams, but seldom find a good true buttercream. Some contain some type of fat and a cheap butter flavor. Others do not taste like buttercreams. This sample had a good butter taste and the proper amount of coating was used to make it a very fine eating piece.

April Code 4E-51
Assorted Chocolates
Continental Type
1 lb.—$1.69

(Purchased in a candy shop, N. Y. C.)
Appearance of package: Good.
Box: One layer type, yellow paper top printed in red and white. Gray paper wrapper, overall print in blue, tied with gray grass ribbon.
Appearance of box on opening: Good.
Number of pieces: 41.
Foiled pieces: 8.
Coatings: dark & light
Colors: Good.
Gloss: Good
Texture: Good.
Taste: Good.
Centers:
Raspberry jelly: Good.
Truffle: Good.
Marzipan: Good.
Light chocolate filbert paste: Good
Nut nougat: Good.
Orange cream: Good.
Lemon cream: Good.
Milk chocolate & nuts: Good.
Dark chocolate & nuts: Good.
Pineapple cream: Good.
Nut brittle: Good.
Creme de cocoa: Good.
Rum cream: Good.
Coffee truffle: Good.
Strawberry jam: Good.
Cherry jam: Good.
Assortment: Good for this type of chocolates.
Remarks: The best box of shell type chocolates we have examined in some time. Well made and of good quality.
Review: In most boxes of this type, we find many pieces are broken and a number are fermented. The shell chocolates were outstanding in quality and workmanship. Neatly packed, they were cheaply priced at $1.69.

April Code 4G-51
Chocolate Coated Clusters
12 ozs.—$1.50

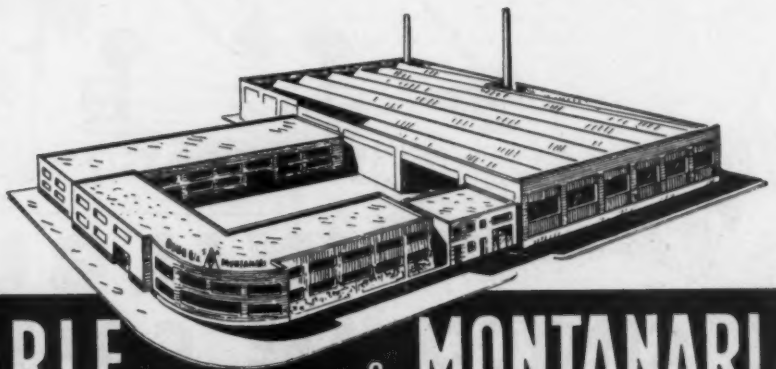
(Purchased in Appleton, Wis.)
Appearance of package: Good.
Box: Two layer type, extension top and bottom. White paper top printed in brown, red, green and gold. Imprint of nuts in color. Cellulose wrapper.
Appearance of box on opening: Good.
Number of pieces: 34.
Coating: Milk chocolate.
Color: Good.
Gloss: Good.
Strings: None.
Taste: Good.
Centers:
Almonds: Good.
Filberts: Good.
Cashews: Good.
Pecans: Good.



Figaros Chocolate Cutting Machine "MTC"

Hand operated type — practical, perfect cut—minimum encumbrance squares or rectangular shapes obtained as desired — Sizes of cuts to suit individual needs — sharp steel blades used and interchangeable. Sturdy construction.

CONVENIENTLY PRICED—WRITE TODAY FOR DETAILS



Founded ***Since 1907***

S.A. CARLE & MONTANARI MILANO - ITALY

USA REPRESENTATIVE: CAESAR A. MASCHERIN—Room 702, 220 W. 42nd St., New York 18, N. Y.
CANADA REPRESENTATIVE: HAROLD DAVIS & CO.—824 Notre Dame St., West Montreal 3, Quebec.

Remarks: Very fine nut meats and well roasted. Suggest nuts be lightly salted after roasting to improve flavor.

Review: Most nut clusters we examine have strong, old or rancid tastes. Peanuts, filberts and almonds, etc., are usually not roasted enough. This sample of nut clusters was outstanding. The quality of the nut meats and coating was of the best.

May Code 5A-51
Assorted Cream Half Eggs
6 pieces for 59c

(Purchased in a department store, Chicago, Ill.)

Appearance of package: Good.
Box: One layer type, 6 windows. Overall wrapper of cellulose. Box printed in yellow and purple. Imprint of chicks and rabbits on cover.
Eggs: Colorful foil wrappers.
Coating: Dark: Good for this priced candy.
Centers:
Colors: Good.
Texture: Good.
Flavor: Fair.
Remarks: One of the best boxes of this type we have examined this year.
Review: A very neat and attractive container. The quality of the coating and centers is good. While the flavor was not up to standard, we find this box one of the best at this price.

May Code 5C-51
Chocolate Coated One Half Cherry Cream Egg
1 oz. for 5c

(Purchased in a chain department store, Chicago, Ill.)

Appearance of egg: Good.
Size: Good.
Wrapper: Foil wrapper printed in gold, red and white and green.
Egg:
Coating: Fair.
Center: Good.
Remarks: One of the best 5c cream eggs we have examined this year.

May Code 5B-51
Chocolate Covered One Half Pineapple Cream Egg
1 oz. for 5c

(Purchased in a department store, Chicago, Ill.)

Appearance of egg: Good.
Size: Good.
Wrapper: Foil wrapper overall print of eggs in colors. Name in white.
Egg:
Coating: light: Fair.
Center: Good.
Remarks: One of the best cream eggs we have examined this year.
Review: These cream eggs had very good centers, the best of the 5c cream eggs we examined this year. Most cream eggs at this price do not have good cream centers. Many are dry, hard and gummy.

May Code 5E-51
Cherry Cream One Half Egg
2½ ozs. for 10c

(Purchased in a chain department store, Chicago, Ill.)

Appearance of egg: Good.
Wrapper: Foil inside wrapper printed in colors. Red cellulose outside wrapper.
One half egg:
Coating: dark: Good.
Gloss: Fair.
Shape: Good.
Taste: Good.
Remarks: A good eating cream egg.
Review: In the ten cent range, we find this cream egg the best The flavor and center were very good. The coating, also, was good for a ten cent piece.

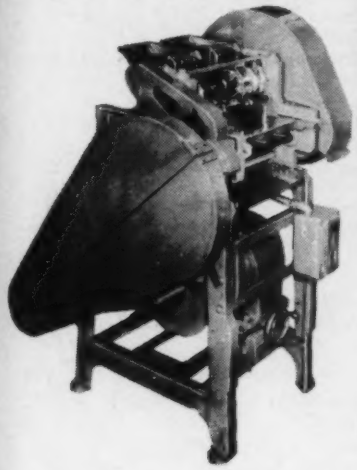
May Code 5H-51
Chocolate Coated Marshmallow Bar
1¼ ozs. for 6c

(Purchased in a cigar store, Boston, Mass.)

Appearance of bar: Good.
Size: Good.
Wrapper: Glassine printed in brown.

Super Duplex—3 Machines In 1

The Racine "Super Duplex" Automatic Continuous Machine combines into one a Drop Roll Machine, a Sucker Machine and a Continuous cutter. By changing the rolls, the machine is changed from one type to another.



As a sucker machine it produces 200 to 500 suckers a minute—any size with any size paper or wood stick 3" to 4½" long.

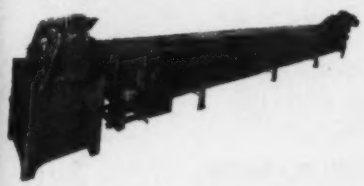
As a drop roll machine it produces tablets of various sizes and designs at amazingly high speeds.

As a cutter, the Super Duplex is ideal for satin finished American mixed, solid or filled. It's continuous and fast.

Detailed information is available. Write **Racine Confectioners' Machinery Co., 15 Park Row, New York 38.**

800 Suckers a Minute

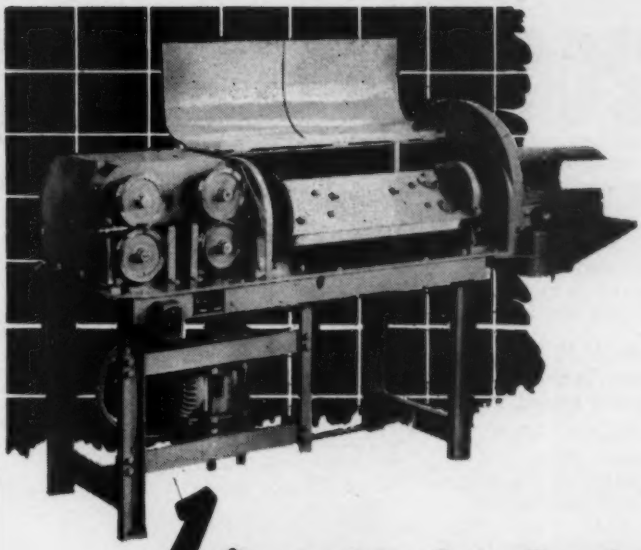
300 to 800 suckers per minute is the proud production claim made for the Racine High Speed Plunger Action Sucker Machine.



This machine produces large pops with a minimum of weight and can form suckers as thin as ¼" with proper stick coverage. Using wood or paper sticks without additional attachments, the continuous plunger action inserts the stick in the center of the lolly pop.

Equipped with variable speed control, electric motor and easily changed rolls, the Racine High Speed Plunger Action Sucker Machine (Model EP) does not require experienced help for high production.

Additional data on this machine can be obtained from **Racine Confectioners' Machinery Co., 15 Park Row, New York 38, N. Y.**



1 Operator Can Produce up to 300 3" Sticks per Minute

with the

Racine (Continuous Automatic) Stick Candy Machine for Sizing—Twisting—Cutting

For round or triangular twisted sticks of any length or thickness, solid, clear or pulled or with honey combed centers. Sizes, twists and cuts the sticks continuously to perfect uniformity. The length of the sticks can be adjusted as desired and diameter easily and quickly changed by interchanging the equalizing rollers and by adjustment of twister conveyor carrying belt.

Only one operator is required to feed the stick machine continuously from a batch roller or flat board and the equalizing, twisting and cutting of the stick is entirely automatic. It operates at speed of 300 to 900 inches per minute or 300 three inch sticks or 150 six inch sticks per minute. Thru a single handwheel the speed can be controlled even when the machine is operating. Machine occupies only 7' x 3', stands 4' high.

Maximum production with minimum labor can be obtained if the Racine stick machine is operated in conjunction with an automatic Batch Roller and an automatic pre-sizing machine.

Write for full details.

VACUUM CANDY MACHINERY CO.

RACINE CONFECTIONERS' MACHINERY CO.

15 PARK ROW, NEW YORK 38, N. Y.

Western Office and Factory: Racine, Wis. • Eastern Factory: Harrison, N. J.

Bar:
Coating: Good.
Center:
Color: Good.
Texture: Good.
Flavor: Good.
Remarks: One of the best marshmallow bars we have examined this year.
Review: Marshmallow bars are a good eating confection when made correctly. We find many are hard, tough, and tasteless. This marshmallow bar had a soft, tender center and was well flavored. It also had a good coating for a five cent bar.

May Code 5I-51
Rum & Butter Toffee
9 ozs.—No price stated

(Sent in for analysis No. 4713)

Appearance of package: Good.
Container: Folding box printed in red, white and blue. Large cellulose window in center.
Toffee: Each piece wrapped in band of red foil; outside wrapper of cellulose printed in white.
Color: Good.
Texture: Good.
Flavor: Good.
Remarks: A very well made toffee, good eating and a good rum and butter flavor. Very neat and attractive container.
Review: Most toffees are too hard. Although a good toffee should be hard, it should not be as hard as hard candy. Many samples we examined were too hard to chew and lacked a good flavor. This sample of toffee was a real toffee. It was well made and contained a very fine rum and butter flavor.

May Code 5M-51
Milk Chocolate Rabbit
4 ozs. for 39c

(Purchased in a chain department store, Chicago, Ill.)

Appearance of package: Good.
Box: Folding box printed in purple, yellow and green. Large cellulose window.
Rabbit:
Coating: Good.
Gloss: Good.
Molding: Good.
Size: Good.
Taste: Gool.
Remarks: The best rabbit at this price we have examined this year. Very attractive container.
Review: We often wonder what some of the molded pieces are made of. Although they look like chocolate, they do not taste like chocolate. Many are well molded and make a fine appearance but lack the taste to go with it. This molded piece had a fine chocolate flavor and was good eating. The container was very attractive for a 39c seller.

June Code 6C-51
Vanilla Pecan Nougat Bar
Sample #4716

Appearance: Good.
Size: Good.
Wrapper: Cellulose wrapper printed in blue and red.
Bar:
Color: Good.
Texture: Good.
Taste: Good.
Remarks: Well made nougat bars and good eating. The best we have examined in some time.
Review: Many nougat bars are very hard and short, and lack a good flavor. This sample was soft and chewy and contained a good amount of pecans.

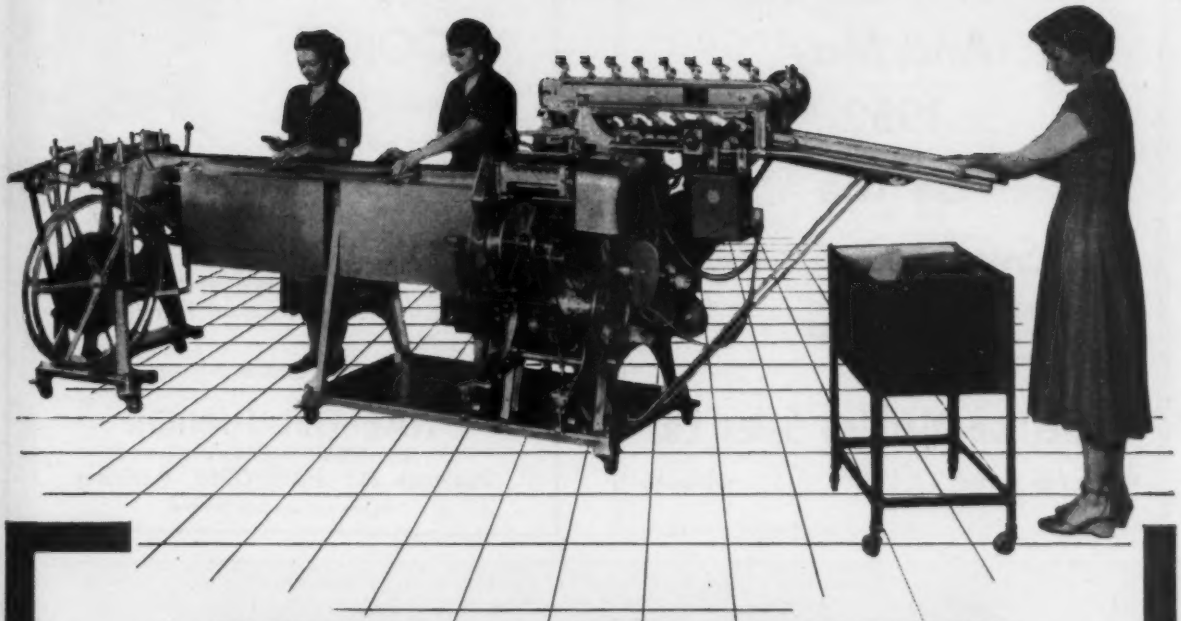
June Code 6E-51
Vanilla Nut & Chocolate Nut Fudge
1 lb. 49 cents

(Purchased in a grocery store, Chicago, Ill.)

Sold in bulk.
Fudge:
Colors: Good.
Texture: Gool.
Taste: Good.
Remarks: The best fudge we have examined this year at this price.
Review: Very seldom do we get a sample of real fudge. Some samples

LOW IN OPERATING COSTS!

HIGH IN PRODUCTION!



. . . PACKAGING IS NEAT AND EFFICIENT with WRAP-O-MATIC

Executives making their weekly trips through the packaging operation are constantly amazed at the performance of Lynch WRAP-O-MATICs. Whether it's candy bars, cookies, crackers, or other products, WRAP-O-MATIC is "tailor-made for each individual product" turning out neat, efficient packaging at low cost. It's specially engineered at the factory to run off the wrapping operation at high speeds and provide machine operators with equipment that will hold up under extreme operating conditions. When you're planning your next packaging change, write or call our Packaging Division on what equipment would best fit your particular problem.

PAR AIR COMPRESSORS

PAR REFRIGERATION COMPRESSORS

WRAP-O-MATIC CANDY & COOKIE WRAPPING MACHINES

LYNCH CORPORATION

PACKAGING MACHINE DIVISION

TOLEDO, OHIO

MORPAC PAPER PACKAGING MACHINES

MORPAC BUTTER & OLEO CARTONING MACHINES

GLASS FORMING MACHINES

are chewy and some are dry and hard. This fudge was real old fashioned fudge. Of very good texture, it was cheaply priced at 49c.

June Code 6F-51
Chocolate Coated
Chocolate Fudge Bar
1¼ ozs. 5 cents

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of bar: Good.
Size: Good.
Wrapper: Glassine wrapper printed in blue and yellow.
Bar:
Coating: dark: Good.
Center:
Color: Good.
Texture: Good.
Taste: Good.
Remarks: The best chocolate coated fudge bar we have examined this year.
Review: Many coated bars, fudge included, have a coating that looks like chocolate but is not. Centers are gummy and lack a milk product or fat. This bar was of the best quality both in the center and the coating.

June Code 6H-51
Marshmallows
1 lb. 39 cents

(Purchased in a grocery store, Chicago, Ill.)

Appearance of package: Good.
Container: Four ¼ lb. packages in a wax wrapper. Outside paper wrapper printed in red and blue.
Marshmallows:
Color: Good.
Texture: Good.
Flavor: Good.
Remarks: An ideal marshmallow package, neatly put up and marshmallows were in fine condition. The best marshmallows of this kind we have examined this year.
Review: This is the best way to pack undipped marshmallows to keep them in proper condition. A very fine eating marshmallow.

June Code 6K-51
Chocolate Coated
Peppermint Cream Cake
1¼ ozs. for 5 cents

(Purchased in a cigar store, Boston, Mass.)

Appearance of bar: Good.
Size: Good.
Wrapper: Foil wrapper, white paper band printed in green and blue.
Bar:
Chocolate: dark: Good.
Molding: Good.
Center:
Color: Good.
Texture: Good.
Flavor: Good.
Remarks: One of the best coated cream cakes we have examined this year.
Review: We do not receive many cream cake samples as this type of confection has gone into the pattie class. If made correctly, this sample was, a cream cake is a good eating confection.

August Code 8B-51
Assorted Hard Candy Pops
10 pieces—6⅔ ozs. for 21c

(Purchased in a chain grocery store, Boston, Mass.)

Appearance of package: Good.
Size: Good.
Container: Square white board tray printed in red. Cellulose wrapper printed in red and white. Attractive package for this type of confection.
Pops: Ball shaped, filled. Assorted colored wax paper wrappers printed in colors.
Colors: Good.
Flavors: Good.
Centers: Good.
Remarks: A well made pop and should be a good seller at this price. One of the best packages of pops we have examined this year at this price. The centers were different and good eating.
Review: These pops are different; each pop had a center in it and each was good eating. We suggest the manufacturer check his cost as 21c for 6 2/3 ounces is very cheap for any hard candy pop.

August Code 8E-51
Minted Sweets
1 lb. for $1.00

(Purchased in a department store, Chicago, Ill.)

Appearance of package: Good.
Box: One layer type. Top white paper printed in overall design of leaves in rose, light green and silver. Round white paper seal printed in dark brown.
Appearance of box on opening: Good.
Box: Contained the following:
Mint turkish paste: Good.
Mint opera gum drops: Good.
Mint braided sticks: Cellulose wrapper: Good.
Mint molasses chews: Good.
Assorted crystallized bon bons: Good.
Iced mint paste: Good.
Cream almonds: Good.
Jelly wafers: Good.
Iced hard candy sticks: Cream filled, wrapped in foil: Good.
Remarks: One of the best summer candy assortments we have examined this year. Suggest a cellulose wrapper as top of box was soiled.
Review: This mint assortment differs from the run of the mill assortment. The candies were very good eating and fine mint flavor was used. The workmanship was of the best.

August Code 8C-51
Caramallows
11 ozs. for 49c

(Purchased in a department store, Chicago, Ill.)

Appearance of package: Good.
Size: Good.
Box: One layer type, cellulose window. Printed in red, black and white.
Caramallows: Printed wax paper wrapper on each.
Caramel: Good.
Marshmallow: Good.
Taste: Good.
Remarks: The best caramallow we have examined this year.
Review: These caramallows were in very fine condition when we received them. They were of very good quality and were in a very attractive container.

August Code 8D-51
Sugar Mints
4 ozs. for 25c

(Purchased in department store, Chicago, Ill.)

Appearance of package: Good.
Size: Good.
Container: Plain cellulose bag, white paper clip on top printed in green.
Mints: Mints are of the grained sugar mint type.
Color: Good.
Stripes: Good.
Texture: Good.
Flavor: Good.
Remarks: The best mints of this kind we have examined this year.
Review: Many sugar mints are hard and lack flavor. These mints were in good condition when we received them. They had a very good mint flavor and the texture was excellent.

August Code 8G-51
Lemon Drops
1 lb. for 29c

(Purchased in a chain department store, Chicago, Ill.)

Sold in bulk:
Drops:
Colors: Good.
Sugaring: Good.
Texture: Good.
Flavor: Good.
Remarks: The best lemon drops we have examined this year at this price.
Review: These lemon drops had a very true lemon flavor. Many lemon drops we examine have a very bitter lemon taste and some have a rancid taste. Some do not have any flavor at all and are "loaded" with acid.

August Code 8H-51X
Hard Candy Sticks
8 ozs.—No price stated

Sent in for analysis #4728

This assortment consisted entirely of peppermint sticks.
Appearance of package: Good.
Container: Cellulose bag, printed in red and blue. Tied on top with colored cord and plastic novelty.

Peppermint sticks:
Color: Good.
Stripes: Good.
Texture: Good.
Flavor: Good.
Remarks: A well made peppermint stick. Suggest a retail price of 30c.
Review: These peppermint sticks have a very fine peppermint flavor. The workmanship was also good.

August Code 8A-51X
Assorted Chocolates & Home Made Candies
1¾ lbs. for $2.60

Sent in for analysis #4727

Appearance of package: Good.
Box: One layer type, oblong shape, extension top and bottom. Embossed gold metallic paper printed in gold and white. Outside paper wrapper, overall design of candy maker and kettle. Tied with a brown ribbon.
Appearance of box on opening: Good.
Chocolate coatings: Dark and milk.
Colors: Good.
Gloss: Good.
Strings: Good.
Taste: Good.

Dark coated centers:
Vanilla pecan fudge: Good.
Nut nougat: Good.
Cordial cherries: Good.
Twin Filberts: Good.
Ice cream drop: Good.
Caramallow: Good.
Mint paste & cream: Good.
Marshmallow: Good.
Cashew cluster: Good.
Vanilla cream: Good.
Light coated centers:
Nut crunch sticks: Good.
Chocolate paste: Good.
Vanilla caramel: Good.
Almond cluster: Good.
Molasses cream: Good.
Nut nougat: Good.
Brazil nuts: Good.
Rum cream: Good.
Home made candies:
Nut caramel ½ dipped: Good.
Ice square: Good.
Cocoanut & Jelly: Good.
Chocolate caramel nut chew: Good.
Vanilla & chocolate caramel & nuts: Good.
Iced chocolate nut paste: Good.
Gum & marsh. ½ dipped: Good.
Chocolate caramel & nougat layers: Good.
Milk chocolate paste & nuts: Good.
Marshmallow nuts & choc.: Good.
Vanilla caramel & cream: Good.
Nut crunch: Good.
Marshmallow dipped & rolled in cocoanut: Good.
Vanilla fudge & nuts: Good.

Pecan chew: Good.
Chocolate marshmallow caramel: Good.
Iced raspberry cream: Good.
Pecans & kernel paste: Good.
Chocolate paste rolled in nonperials: Good.
Iced chocolate & mint cream: Good.
Assortment: Good.
Remarks: The best chocolates and home made candies we have examined this year. Quality is outstanding as is the workmanship. A very attractive box.
Review: Very seldom do we get a sample box of chocolates and home mades that have an assortment as large as this box contained. It was well packed and all the pieces were in fine condition. The consumer expects a large assortment in a box over one pound and a half. This box should show a good repeat business.

September Code 9C-51
Vanilla Nut Fudge
2 ozs. for 6 cents

(Purchased at a news stand, Boston, Mass.)

Appearance of Bar: Good.
Size: Good.
Wrapper: Printed cellulose in silver and blue.
Fudge:
Color: Good.
Texture: Good.
Brazils: Good.
Taste: Good.
Remarks: The best 6c nut fudge bar we have examined this year.
Review: Most undipped fudge bars we receive are hard and dry. This fudge bar was in fine condition, had a real fudge texture, and was good eating.

September Code 9H-51
Bubble Gum
No weight stated for 5 cents

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.
Size: Good.
Wrapper: Foil printed in red, white, blue.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: One of the best pieces of this kind we have examined this year.
Review: We get a number of bubble gum samples during the year and some are very cheaply made, lack flavor and lack the texture for good size bubbles. The "kids" like to make a large bubble. This gum was very good on bubbles and tender to chew.

September Code 9E-51
Chocolate Coated (Assorted Centers) Bar
1¼ ozs. for 5 cents

Appearance of Bar: Good.
Size: Good.
Wrapper: Cellulose printed in red and white. Inside wrapper of brown glassine.
Bar: Has seven different centers.
Coating: Good.
Centers:
Colors: Good.
Texture: Good.
Flavors: Good.
Remarks: The best bar of this kind we have examined this year.
Review: The centers in this bar were different and had good flavors. The coating was very good also for a five cent seller.

September Code 9L-51
Chocolate Nonpareils
1 oz for 5 cents

(Purchased in Boston, Mass.)

Appearance of Package: Good.
Size: Good.
Container: Folding box printed in gray, red and white. Small cellulose window in center.
Nonpareils:
Chocolate: Good.
Nonpareils: Good.
Taste: Good.
Remarks: The best 5c package of chocolate nonpareils we have examined this year.
Review: These nonpareils were well made and very tender. They had no spots and the chocolate was of good quality for a 5c number. It was also neatly packaged.

Confectioner's Briefs

(*Continued from page* 25)

and D. Auerbach & Sons. This was followed by a position as superintendent for the Baltimore firms of The Chocolate Products Company, the Mavis Company, and a chain of retail stores.

He was later associated, as superintendent, with the D. Goldenberg Plant in Philadelphia, and the Garrott Company in St. Paul and Minneapolis, Minn.

Before joining the Norris Company he was employed as director of quality control and research for the Shotwell Manufacturing Company of Chicago.

He has written many magazine articles on candy production and is the author of "Candy Production: Methods and Formulas", published by The MANUFACTURING CONFECTIONER. He is at present writing a formula book for retail-confectioners.

• **James F. Cronin,** executive vice president of Fanny Farmer Candy Shops, Inc., in charge of the midwestern district, was recently named vice president of the Northwest Store council at the annual meeting in Minneapolis.

• **Philip K. Wrigley** has been elected president of the William Wrigley Jr. Co. He was formerly chairman. James C. Cox, formerly president, has been elected chairman.

According to the firm's revised by-laws, the president, rather than the chairman, is chief executive officer.

R. R. Holcomb, vice president since 1942, was named to the newly created post of first vice president.

Mr. Wrigley was president of the firm from 1925 through 1944, when he was elected chairman. Mr. Cox was named chairman in 1944.

• **The Western Candy Conference** will be held on March 6-7, 1952, at the Fairmont Hotel in San Francisco it was announced by Clarence Kretchmer, American Licorice Company, general chairman.

The meeting, will bring more than 500 candy manufacturers and allied industry members together, will include a broad range of practical problems of the confectionery industry arising from ever changing world and domestic conditions.

Members of the committee appointed for the meeting include: Tom Swan, Sierra Candy Co.; Reed Robinson, Golden Nugget Sweets; Bob Stice, Margaret Burnhams Inc.; Clarence Harris, Joe Lowe Corp.; and Mike Hoefler, Hoefler's Centennial Chocolates, treasurer.

This meeting will bring together the largest gathering of candy manufacturers from Western States ever assembled.

• **The Van Leer Chocolate Corporation** has announced the appointment of Milton J. Reingold as the Van Leer representative in the Philadelphia area.

News of Associations

• **The Chicago division of the American Association of Candy Technologists** heard Dr. K. G. Weckel, professor of Dairy and Food Industry in charge of the Food Technology section at the University of Wisconsin, speak on "The Potentialities of Institutional Research in the Confectionery Field" at its monthly meeting, November 13.

Dr. Weckel urged members of the industry to work together with institutions on technical problems. He cited the unawareness of research personnel in other fields in the problems of confectionery technology, and advanced the thought that if the industry were to institute research on its problems, then researchers in other food industries, studying similar problems, could relate them to confectionery. He pointed out that the confectionery industry is deeply inbred: the bulk of research, trade magazine articles, and speeches at conventions are made by persons within the industry; thus the industry is not drawing upon the experiences of other industries as much as it could.

Dr. Weckel also pointed out that the industry does not have, at present, a good practical textbook for teaching the basic fundamentals of candy making—lots of formula books, but no teaching books. He cited the growing need in the industry for younger personnel in food technology.

Outlining the facilities available at the University of Wisconsin for cooperative confectionery research, Dr. Weckel outlined some possible areas of investigation that confectionery manufacturers might consider; such as, methods of packing in gas, development of more sanitary equipment, problems of fat fractions, the use of low-heat and high-heat milk products, and the question of consumer tolerance to sweetness and how it may be changing on a national scale as the average age of the population increases. A list of courses presented at the university and a floor plan of the new Food Industries division building were passed to those present for their information.

The Chicago section welcomed 26 new members to the dinner meeting. Forty-eight persons were in attendance.

The New York section, AACT, members heard Dr. Laurence V. Burton of the Packaging Institute of America talk on "Sense and Nonsense in Packaging" at the November meeting.

According to Dr. Burton, many misconceptions exist on the subject of what constitutes packaging. Actually, he explained, packaging involves, for all cost accounting purposes, every procedure necessary

(*Please turn to page 60*)

The Manufacturing Confectioner Pub. Co.
9 South Clinton St.
Chicago 6, Illinois

Gentlemen:

This is in answer to your recent letter giving me reasons why I should advertise in your Candy Buyers' Directory.

As a wholesale candy manufacturer, let me give you the reasons why I have been advertising in your Directory for the past dozen or more years.

First - I know that the Directory lists nearly everyone in the industry including many who never seem to advertise. This is important to me as an advertiser. When those candy buyers find it to be a useful directory that lists all the firms, they will use it more often - and therefore see my ads.

Also, I notice that the Directory does not contain advertising of equipment and raw materials used in the manufacture of candy. This is sound policy. The buyers have no interest in these items and I would rather not have my advertising competing with that of my suppliers.

Finally, The Candy Buyers' Directory seems to have more than double the candy buyer circulation of any other medium attempting to cover this field. I also appreciate your offering an independent audit of your circulation. Advertising values are a difficult thing to measure, and a verified circulation count is a welcome assurance of value delivered.

True, the services you mention- -boldface listings, inclusion of sales offices and brokers names, brand name listings, etc. - are great advantages to the advertiser, but as I say, my reasons for advertising are those outlined above.

Please repeat for me the same ads as I used in the 1951 Candy Buyers' Directory.

Sincerely yours,

A Midwest Candy Manufacturer

Distribution • Sales • Advertising

The magazine listings on page 46 are printed by The Manufacturing Confectioner with the special permission of the Publishers Information Bureau. These listings have been a regular feature of Manufacturing Confectioner publications since May, 1951. Data listed in the radio section is from network sources.

CANDY punchboard operators have found themselves listed along with big-time bookies under the new government gambler's tax.

Punchboards, lucky jars and similar gaming devices generally are classed as lotteries by the Internal Revenue Bureau.

• **New Kiddie Pops** package recently introduced by Crystal Pure Candy Company, Chicago, features a novel selling aid in the form of childrens' coloring cards on the rear panel. Five different animals, printed in outline, can be cut out by the youngster and colored with crayon or chalk. Cartons are now printed in a series of four separate groups or animals—enough for a whole zoo.

• **Candy is featured** in the December issue of Holiday in a colorfully-illustrated article which contains high praise and national publicity for the candy industry.

Presented as the magazine's current "Food Feature," Holiday's story traces the history of candy from the early days of ancient Egypt, when sugared fruits and nuts served as confectionary.

Five photographs illustrating Holiday's candy story picture well-known and favorite candies and show how some de luxe candy shops merchandise their wares.

• **The new breath and body deodorant Gum,** Clorodet, is being introduced by Dorchester Products, Co. of Washington, D. C.

The carton is printed in light green, dark green and white. The color suggests chlorophyll, one of the ingredients of Clorodet and the coloring agent in leaves and plants, which thereby suggests freshness.

• **The Bureau of the Census,** Department of Commerce, has announced preliminary figures that indicate that confectionery manufacturers' sales in September were somewhat lower than in September of last year in terms of both poundage and dollar value. Decreases in poundage sales were reported by all type houses, ranging as high as 13 per cent reported by bar goods houses. Decreases in dollar value, however, were not quite as pronounced. In contrast to a slight decrease in poundage sales, package goods houses reported an increase of 7 per cent over September of last year in terms of dollar value.

Poundage and Dollar Sales, Percentage Change by Type of House September, 1951 and 1950

	Pounds	Dollars
Total	−11	−5
Package goods	− 1	+7
Bar goods	−13	−6
Bulk goods	−11	−8
General line	−10	−6

The figures are preliminary and based on reports from 115 non-retailing manufacturers (chiefly large firms).

• **Spangler Candy Co.** is offering a new, attractive specialty number in the form of a sand pail filled with ten full sized penny suckers with a gross candy weight of 3⅓ ounces. Called "Pail-O-Pops," the item is packed 48 to the shipping case, priced at $1.68 per dozen, F.O.B. the factory. Each pail is cello covered and the units are egg crated in the shipping container. The overall height of the unit is 4½ inches with the pail being 3¾ inches and an enclosed metal shovel 6 inches long.

• **The American Chicle Co.** has signed as sponsors of a new series of radio broadcasts featuring the voice of the late Will Rogers. Broadcasts made by Rogers before his death have been made into 130 five-minute programs. The programs run Tuesdays and Thursdays on ABC at 5:55 p.m.

Radio and Television — OCTOBER

Sponsor	Network	No. of Stations	Time
American Chicle Co. (Beeman's, Chiclets, Dentyne gum)	ABC	210	8 ½-hour shows
			5 ¼-hour shows
D. L. Clark Co.		WABD (local)	1 min. spots
Gold Medal Candy Co.		WNBT (local)	4 ¼-hour shows
Hollywood Candy Co.	ABC-TV	23	4 ½-hour shows
Johnson Candy Co.	Dumont-TV	31	4 ½-hour shows
Kraft Foods Co.	Mutual	530	9 ¼-hour shows
Mars, Inc.	NBC-TV	42	10 ¼-hour shows
			5 ½-hour shows
M & M, Ltd.	ABC-TV	45	4 ½-hour shows
Peter Paul, Inc.	CBS	14 (Pacific)	14 10-minute newscasts
	NBC-TV		4 ¼-hour shows
Planters Nut & Chocolate Co.	CBS	18	9 ¼-hour newscasts
Williamson Candy Co. (Oh Henry)	Mutual	484	4 ½-hour shows
William Wrigley, Jr., Co.	CBS	180	9 ½-hour shows
	CBS-TV	9	4 ½-hour shows

National Advertising

Magazines — SEPTEMBER

Advertiser — Magazines		September Expenditure	Total This Yr.	Total 1950
Fred W. Amend Co.				
Last advertised in January		$	$ 1,195	$ 5,564
Barricini Candy Co.				
Last advertised in April			3,170	8,152
Beech-Nut Packing Co. (Beech-Nut Gum)				
See November issue			55,350	57,520
Blumenthal Brothers				
Last advertised in May			2,605	6,030
Blum's Confectionery				
New Yorker Magazine		410		
E. J. Brach & Son				
Life		11,720	11,720	53,020
Brown & Haley Candy Co. (Almond Roca)				
Life—2,485; Saturday Evening Post—1,545	Total	4,030	15,570	27,567
Candy Pack, Inc. (Swedish Mints)				
See November issue			192	120
The Cracker Jack Co. (Campfire & Angelus Marshmallows)				
Woman's Home Companion		8,150	52,960	54,047
Cresca Co., Inc. (Lindt Candy)				
Cue—165; New Yorker—394; Town & Country—125; Vogue—375	Total	1,059	3,888	7,161
Cresca Co., Inc. (Pascall Candy)				
New Yorker		492	492	
Crosse & Blackwell Co. (Keiller's Candy)				
New Yorker		394	4,366	9,167
Curtiss Candy Co. (Baby Ruth & Butterfinger bars)				
Better Living		5,475	83,883	29,702
DeMet's Inc. (Turtles)				
Last advertised in April			6,180	3,500
Frank H. Fleer Corp. (Fleer's Bubble Gum)				
Collier's—4,300; Life—7,240; Look—2,720; Saturday Evening Post—4,635	Total	17,820	26,340	
John O. Gilbert Chocolate Co.				
Gourmet		660	2,860	3,300
Henry Heide, Inc.				
Life—2,485; Saturday Evening Post—3,090	Total	5,575	46,755	57,985
Life Savers Corp.				
Life—24,700; Look—13,900; Saturday Evening Post—17,100	Total	55,700	305,765	336,245
Mars, Inc.				
Colliers's		6,700	169,095	144,154
National Dairy Products Corp. (Kraft Caramels)				
Last advertised in June			61,300	70,375
New England Confectionery Co. (Necco Candies)				
Collier's—6,700; Look—8,030	Total	14,730	103,880	89,680
Peter Paul, Inc. (Mounds & Almond Joy bars)				
See October issue			218,133	222,929
Planters Nut & Chocolate Co.				
Ladies Home Journal—9,825; Life—24,700; Saturday Evening Post—9,625; Scholastic Magazines—4,010	Total	48,160	110,948	194,831
Thomas D. Richardson Co.				
Saturday Evening Post		9,625	49,830	102,005
Rockwood & Co. (Rockwood Wafers)				
Life—4,910; Saturday Evening Post—3,060; Parade—8,820; This Week Magazine—12,050	Total	28,840	80,955	144,606
Frank G. Shattuck Co. (Schrafft's Chocolates)				
Saturday Evening Post		9,625	38,830	
Sophie Mae Candy Co.				
Everywoman's Magazine—563; Family Circle Magazine—1,058; Saturday Evening Post—1,000; Woman's Day—1,200	Total	3,821	9,550	2,421
Sweet Candy Co.				
Last advertised in March			700	1,400
Sweets Co. of America (Tootsie Rolls)				
Boy's Life—504; Screenland Unit—680;	Total	1,184	27,930	57,960
Switzer's Licorice Co.				
American Magazine—1,336; Saturday Evening Post—1,680	Total	3,016	43,730	38,355
James O. Welch Co.				
Life		26,900	99,780	104,670
Stephen F. Whitman & Son, Inc.				
Saturday Evening Post		17,100	269,930	408,005
Wilbur-Suchard Chocolate Co., Inc.				
First 3 Markets Group		10,620	10,620	
R. C. Williams & Co., Inc. (Tobler Candy)				
New Yorker		394	394	
William Wrigley, Jr., Co.				
Better Living—3,860; Everywoman's Magazine—3,450; Family Circle Magazine—7,133; Parents' Magazine—3,615; Today's Woman—2,015; Woman's Day—7,383	Total	27,456	212,652	198,361
Zion Industries, Inc.				
Last advertised in March			105	
Total September Magazine Expenditure		**319,656**	**2,131,653**	**2,438,832**

BER

Total 1950

5,564
3,152
7,520
6,030

3,020
7,567
120
4,047

7,161

9,167
9,702
3,500

3,300
7,985
6,245
4,154
0,375
9,680
2,929

4,831
2,005

4,606

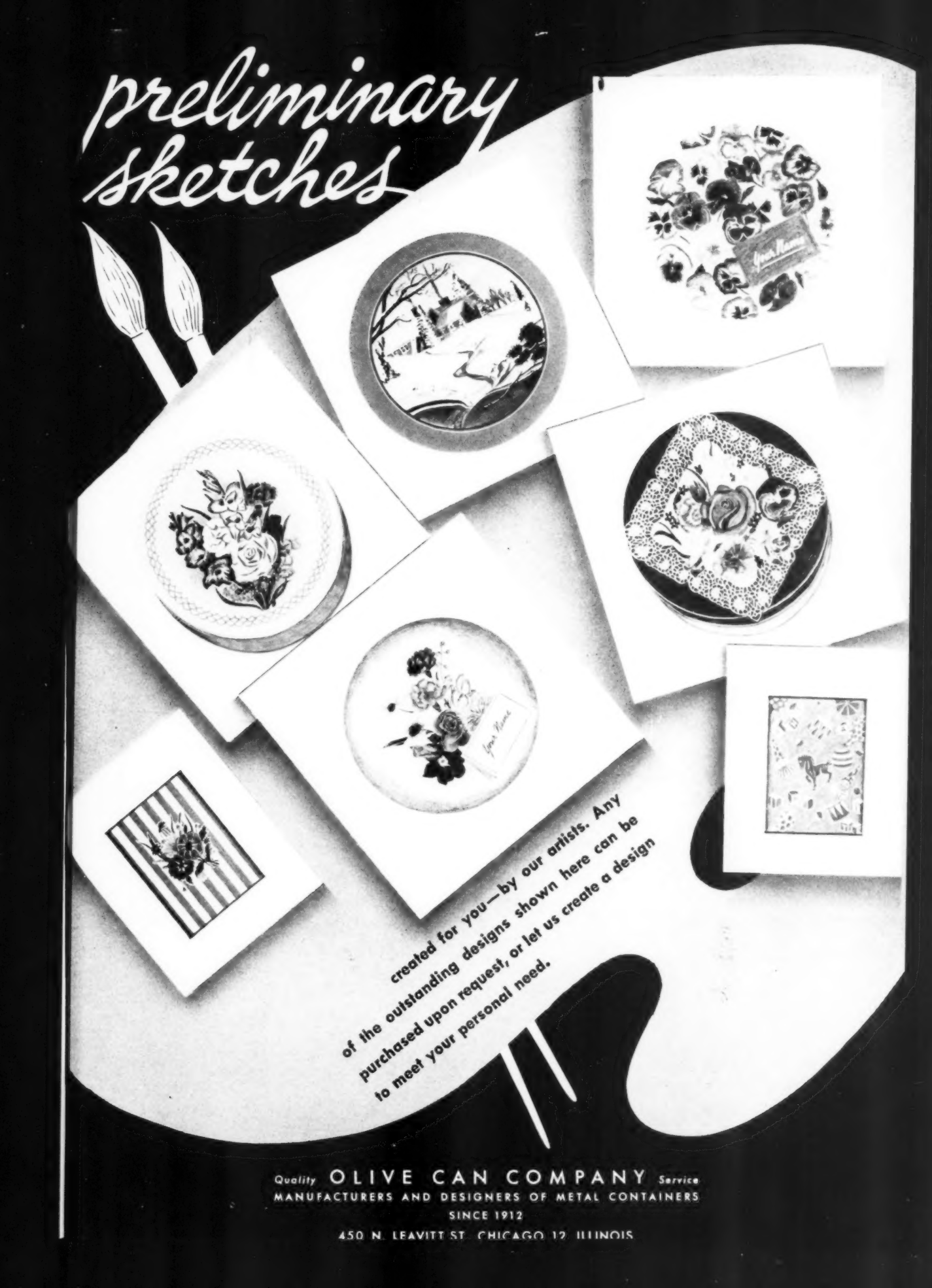
2,421
1,400
7,960
3,355
4,670
3,005

3,361

3,832

TIONER

preliminary sketches



created for you—by our artists. Any of the outstanding designs shown here can be purchased upon request, or let us create a design to meet your personal need.

Quality **OLIVE CAN COMPANY** Service

MANUFACTURERS AND DESIGNERS OF METAL CONTAINERS

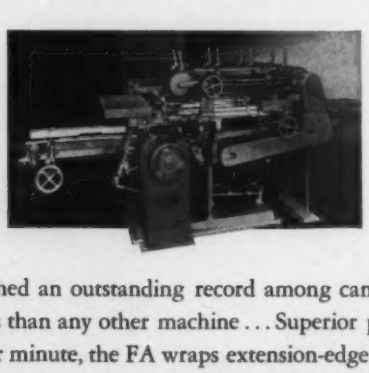
SINCE 1912

450 N. LEAVITT ST. CHICAGO 12, ILLINOIS

Quality Appearance

calls for FLAWLESS WRAPPING

One reason why leading manufacturers use the FA



This machine has established an outstanding record among candy manufacturers. In fact, it wraps more candy boxes than any other machine . . . Superior performance is the reason. At a speed of up to 100 per minute, the FA wraps extension-edge boxes, regular cartons and trays, and is quickly adjustable for a wide range of sizes. It can be adapted to the use of plain or printed paper of any kind, as well as Cellophane and Acetate. When equipped with our new All-Purpose Film Sealing Attachment, it is possible to use any of the new thermoplastic films such as Polyethylene, Pliofilm and Saran. Truly a most versatile machine!

The FA is one of a group of "Package" machines serving the candy industry.

PACKAGE MACHINERY COMPANY • Springfield, Massachusetts

NEW YORK CHICAGO BOSTON CLEVELAND ATLANTA DALLAS
DENVER LOS ANGELES SAN FRANCISCO SEATTLE TORONTO MEXICO, D.F.

PACKAGE MACHINERY COMPANY

Over a Half Billion Packages per day are wrapped on our Machines

Packaging Plans and Methods

discussed at 13th Annual Packaging Institute Forum. New techniques and test procedures outlined during three day meeting.

PACKAGING problems were given a thorough going-over at the 13th annual Forum of the Packaging Institute in New York City, October 22-24.

Nearly all facets of the current packaging situation were discussed during the three day meeting, with government officials providing details on the latest specifications, and various packaging authorities reviewing recent improvement and research in the field.

Of particular interest to candy manufacturers were the talks during the section on package and container evaluation. W. F. Deveneau, National Folding Box Co., speaking on "Guides to Effective Package Designing," emphasized the necessity of the designer having certain information as a prerequisite to designing an effective package. "This information," he said, "will not enable a designer to produce an effective design, but is an essential background to guide him in creating a package that will produce the desired results from both the protection and marketing viewpoints."

In a practical guide, distributing to the audience, Mr. Deveneau listed the primary points that should be taken into consideration in planning a package. These points were grouped under six main headings: (1) product analysis, (2) market analysis, (3) distribution analysis, (4) production promotion analysis, (5) package structural design analysis and (6) package merchandising design analysis.

Package development such as this, he pointed, is based on a willingness on the part of the designer to dig for facts and an ability to interpret the salient points that are thus discovered in the finished package. The package that pays profits to its sponsor must be planned to sell the product, not simply be beautiful.

During the Package Evaluation Procedures Forum, Dr. Willis M. Van Horn, of the Institute of Paper Chemistry, presented a review of test procedures presently in use to determine the insect resistance of fibrous packaging materials. He pointed out that the tests now used, either subject the completed package to a varied and active insect population, or consist of using a sample of the packaging material as a barrier between the insect and some material serving as bait. The degree of resistance is then considered to be in direct relation to the length of time before penetration of the sample. The cadelle larva and adult lesser grain borers are chosen as test insects for their unusual ability in penetrating packaging materials.

In noting the necessary modifications of the procedures, Dr. Van Horn pointed out that cadelle larvae are the only phase of the insect's life where it is equipped to bore through a barrier and that the period in the larvae state when it has intense migratory activity is relatively short. This necessitates the replenishment of the larva with others of the suitable age if the test is to be valid. He also mentioned that in the barrier test, the procedure used often called for sealing the larva in airtight compartments wherein the insects might die, resulting in a distorted picture of the actual resistance. He suggested alternate methods to eliminate these obstacles.

Other papers at the Forum, of interest to manufacturing confectioners, were "Proposed Methods of Testing Packaging Materials for Fastness to Light by Use of the Fadeometer", by George Cramer, of Sinclair and Valentine Co.; "Proposed Test for Product Resistance of Ink on Packaging Materials," by L. K. Burnett, The Ohio Boxboard Co.; and "Evaluation of Test Methods for Predicting the Scuff resistance of Printed Packaging Materials", by Maurine Ponder, Jos. E. Seagram & Sons, Inc.

In speaking of folding cartons, E. H. Balkema of the Colgate-Palmolive-Peet Co., pointed out that there is no easy way to specify or to obtain folding boxes that will adequately meet the needs of the packaging equipment. Correct sizes and properties of folding boxes can be specified only after exacting care has been taken to insure that the "diet" of automatic packaging equipment is to be satisfied and this must be followed up with a series of check-ups during their production and again afterwards, just prior to production runs.

Mr. Balkema listed the several steps to be taken as: (1) Determine the dimensions of the box after making proper allowance for outage, proper fit, etc. (2) Select the type or style of folding box, remembering that it must fit the machine. (3) Select the kind and weight of board stock. (4) The characteristics of the printing inks must be determined. The right amount of scuff-resistance must be obtained to prevent smearing caused by sliding along guide rails. (5) A further ink characteristic to be determined is its resistance to the effect

of contact with the product in the package. (6) Make the detailed drawing of the flat die-cut sheet.

The next steps are to prove the correctness of the foregoing interpretations of the needs of the package. These steps include: (1) Get die-made unprinted samples and test them empty in the machines that are to use them. If changes are necessary this is the time to order them. (2) Pack samples with the product on the production line and conduct shipping tests, either actual or simulated. Machine testing is standard operating practice with many companies and should always be done before giving an OK to the printer. (3) Check the artwork to see that it conforms to the mechanical drawing of the flat die-cut sheet. This drawing must be furnished to the artist before he makes his drawing. (4) Check plates for agreement with mechanical drawing and artwork. Take nothing for granted. (5) Check die-cut sheets for agreement with mechanical drawing and artwork. (6) Inks must be tested prior to actual printing. (7) Only now is it proper to authorize printing. (8) As soon as possible after the start of printing, get folding boxes and test them again under production conditions. (9) If OK, then authorize their use for production.

Mr. Balkema then told the group of the difficulties they may experience in selecting board stock and cautioned them that the standards adopted by members of the National Paperboard Assn. are to be used as a guide, rather than as an accurate rule, for the products of different types of mills.

Conventions -- Meetings

December 27-29—American Marketing Association, winter conference, Hotel Kenmore, Boston, Mass.

January 13-16—National Association of Variety Stores merchandise trade show, Baker Hotel, Dallas, Texas.

January 14-17, 1952—Plant Maintenance Show, annual exposition, Convention Hall, Philadelphia, Penna.

January 27-30—Retail Confectioners' Association of Philadelphia, annual candy show, Benjamin Franklin hotel, Philadelphia, Penna.

February 3-7—National Association of Variety Stores merchandise trade show, LaSalle Hotel, Chicago, Illinois.

February 17-20—National Association of Variety Stores merchandise trade show, Municipal Auditorium, Atlanta, Georgia.

March 6-7—Western Candy Conference, annual meeting, Fairmont hotel, San Francisco, Calif.

April 23-May 4—International Sugar Exhibition, R. A. I. building, Amsterdam, The Netherlands.

April 24-25—Sixth Annual Pennsylvania Manufacturing Confectioners' Association Production Conference, Lehigh University, Lehigh, Penna.

May 18-21, 1952—National Candy Wholesalers Association, annual convention and confectionery exposition, Palmer House, Chicago, Ill.

June 2-5—National Confectioners' Association, 69th annual convention, Conrad Hilton Hotel, Chicago, Illinois.

Supply Field News

• **Jabez Burns & Sons, Inc., of New York City,** announce that they are now the U. S. representatives of Baker, Perkins Ltd., of Peterborough, England and Savy, Jeanjean et Cie, of Courbevoie, France. The full lines of these two manufacturers, as well as Burns own continuous and batch cocoa bean roasters, raw cocoa cleaners, and bean storage and handling systems, enables Jabez Burns & Sons, Inc., to offer to the chocolate and confectionery industries a complete line of processing equipment. Along with this machinery go the services of Burns' engineering, sales ad erecting departments which have been developed through many years' association with the industry.

In taking on this new function as representatives of Baker, Perkins and Savy Jeanjean, Burns engineers welcome the opportunity to be of increased service to the members of the chocolate and confectionery trades.

• **The R. E. Funsten Co.,** St. Louis, announces the publication of a new, full color pecan grading chart, which accurately reproduces the various sizes of shelled pecan pieces and pecan halves. A copy, for your own use in determining the size pecan halves or pieces best suited to your needs, will be mailed upon request. Write R. E. Funsten Co. 1515 Delmar Blvd., St. Louis, Mo.

• **Robert D. Handley** has resigned as advertising manager for Sylvania division of American Viscose Corporation and assistant advertising manager of the corporation, effective December 31, to become administrative assistant to the president of the Western Package Products Co.

• **The Hayssen Manufacturing Company,** Sheboygan, Wisconsin, recently appointed Ralph C. Russell as General Sales Manager. Ralph Russell is a well-known figure in packaging and wrapping machine circles and is particularly noted for his con-

tributions to the wrapping machine industry.

For nearly 14 years, he served as manager of the "Engineering Service Department", Cellophane Division, E. I. duPont de Nemours & Co., and for the past eight years was instrumental in the develop-

Ralph C. Russell
General Sales Manager
Hayssen Mfg. Co.

ment of wrapping machines and roll type heat sealing labels as Sales Manager of the Oliver Machinery Co., Grand Rapids, Michigan. Aside from sales, Mr. Russell is well-known throughout the United States and Canada as a qualified mechanical and industrial engineer. In his new capacity, Mr. Russell will assist in the progression of the Hayssen Mfg. Company.

• **Lynch Corporation** has announced the opening November 1st, of a new Western Division office and warehouse at 221-11th Street, San Francisco, Calif. It will be managed by Mr. Cal B. Pierce, Western District Manager. Mr. Art Nielsen from the Anderson, Ind. plant will serve as the new Sales Engineer.

The new location will be a Sales Office and Warehouse for PAR Air Compressors. It will also handle west coast sales on Lynch Glass Forming Machines and Lynch Packaging Machines.

• **Dr. Eugene Friedman** of Polak's Frutal Works, Incorporated, for many years in charge of their midwestern office, has retired due to ill health, and has taken up residence in Miami, Florida.

Mr. A. H. Micheels, Assistant Vice President, who has been with Polak's Frutal Works, Incorporated, since 1934 has taken over the management of the Chicago Office.

• **Dodge & Olcott, Inc.,** has recently announced several personnel changes.

Frank A. Murdock of San Francisco has recently been appointed Branch Manager in that district. Mr. Murdock succeeds Chester Bryson who has resigned to enter the field of ceramic tile sales. In addition to the San Francisco area Mr. Murdock's territory will include Washington and Oregon, and Vancouver and Victoria in British Columbia.

Mr. Raymond E. Williams, a member of the Dodge & Olcott New York office staff for 11 years, has been appointed Manager of the Foreign Sales Department. He replaces Wilbur S. Deming who has resigned to enter the brokerage field.

• **Corn Products Refining Company** has announced the election to the Board of James A. Moffett and Robert W. White.

Mr. Moffett joined the Company in 1935. During the war he served four and one-half years with the U. S. Navy, reaching the rank of Lt. Commander. Returning from the Navy after release, Mr. Moffett was named Manager of the Foreign Department. In 1949, he was elected a Vice-President.

Mr. White is a member of Robert White Associates, business consultants. He holds directorships in the Giant Portland Cement Company, and Carolina Giant Cement Company. Prior to 1949, Mr. White was Secretary of the Union Carbide and Carbon Corporation.

• **Dr. Ernest W. Reid,** president of the Corn Products Refining Co., recently received the eighteenth annual award of the American section of the Society of Chemical Industry.

The award was presented at a dinner in New York, citing Dr. Reid "for conspicuous service to applied chemistry."

• **Stein, Hall & Co., Inc.,** announces the opening of a new Chicago plant for the manufacture of Hallmark Brand industrial adhesives in both dry and liquid form, in the three story building at 3750 So. Loomis Place, which they recently purchased.

This new plant has 19,000 square feet of floor space and a ground area of 40,367 square feet.

Armond P. Coppola, formerly chemical engineer of the firm's Long Island City plant, has been named plant manager of the new Chicago unit.

Confectionery Brokers

New England States

JESSE C. LESSE CO.
Confectionery
Office and Sales Room
161 Massachusetts Ave.
BOSTON 15, MASS.
Territory: New England

Middle Atlantic States

JAMES A. BRADY CO.
1018 Monsey Avenue
SCRANTON 9, PENN.
Phone 2-8658
Concentrated coverage of the candy and food trade in N. E. Penna. "The Anthracite"

ARTHUR M. CROW & CO.
407 Commonwealth Annex Bldg.
PITTSBURGH 22, PA.
Cover conf. & groc. jobbers, chains, dept. stores, food dists.
W. Pa., W. Va., & E. Ohio

JACK HAAZ
6720 Sprague St.
PHILADELPHIA 19, PA.
Telephone: GErmantown 8-7593
Territory: Pennsylvania, N. J., Balt., Wash.

HERBERT M. SMITH
318 Palmer Drive
NO. SYRACUSE, NEW YORK
Terr: New York State

IRVING S. ZAMORE
2608 Belmar Place
SWISSVALE, PITTSBURGH 18, PA.
29 Years Experience
Terr: Pennsylvania, excluding city of Philadelphia

South Atlantic States

JIM CHAMBERS
Candy Broker
84 Peachtree Street
ATLANTA 3, GEORGIA
Terr: Ga., Ala., and Fla.

WALTER C. McGILL
Candy Specialties—Jobbers only
Box 912, Lynchburg, Va.
Terr: Virginia, No. & So. Carolina

WM. E. HARRELSON
Candy & Allied Lines
5308 Tuckahoe Ave.—Phone 44280
RICHMOND 21, VIRGINIA
Terr: W. Va., Va., N. & S. Car.

South Atlantic States (cont'd)

ROY E. RANDALL CO.
Manufacturers' Representative
P. O. Box 605—Phone 7590
COLUMBIA 1, SO. CAROLINA
Terr: No. & So. Carolina
Over 25 years in area

BUSKELL BROKERAGE CO.
1135 East Front Street
RICHLANDS, VA.
Contact Wholesale Groceries, Candy Jobbers and National Chains
Terr: Va., W. Va., Eastern Tenn., and Eastern Kentucky

W. M. (BILL) WALLACE
Candy and Specialty Items
P. O. Box 472—111 Rutland Bldg.
DECATUR, GEORGIA
Terr: Ga. & Fla.
Thorough Coverage

SAMUEL SMITH
2500 Patterson Ave. Phone 22318
Manufacturers' Representative
WINSTON-SALEM 4, N. CAROLINA
Terr: Virginia, N. Carolina, S. Carolina

East No. Central States

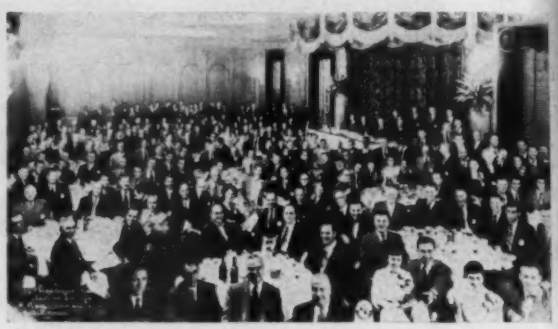
G. W. McDERMOTT
100 North Raymond St.—Phone 382
MARINETTE, WISCONSIN
Terr: Wisc. & Upper Mich.—covered every five weeks.

ROGER ETTLINGER
Phone Townsend 8-5369
16525 Woodward Ave.
DETROIT 3, MICHIGAN
Terr: Entire state of Michigan

BERNARD B. HIRSCH
1012 N. 3rd St.
MILWAUKEE 3, WISCONSIN
Terr: Wis., Ia., Ill. (excluding Chicago) Mich. (Upper Penn.)

HARRY KISSENGER
Candy—Novelties—Specialties
3846 McCormick Ave.
Phone Brookfield 9691
Chicago suburb
HOLLYWOOD, ILLINOIS
Terr: Ohio, Mich., & Ind.

Mr. Kenneth Arnold is Manager of the Chicago Sales Office. General supervision of the plant will be carried out by Mr. Lawrence Gussman, Vice President in charge of manufacturing.



Kohnstamm Celebrates 100th Anniversary

The Grand Ballroom of the Hotel Granada in Brooklyn, N. Y. was taken over in force on the evening of October 18th, when two-hundred and sixty-nine members of the H. Kohnstamm & Company organization got together at a dinner in celebration of the company's 100th Anniversary.

The dinner was the first of several regional ones, and attended by officers and employees of the firm residing in or near New York. The Brooklyn dinner gathering was addressed by Mr. Louis J. Woolf, President of the company. Mr. Woolf spoke briefly on the early history of the company which had a humble beginning in a small building on Tyron Row, New York City, in the year 1851. He paid tribute to all members of the organization, past and present, who had cooperated in the development of the business to the point where the products it manufactures are used throughout the United States and in many countries of the world.

Service button awards were made to many members of the organization who had completed 5 or more years of service. Insignia buttons of 25 years and upward to 50 years and over were quite common.

• **The election of William Bynum** as Executive Vice President of Carrier Corporation was announced by Cloud Wampler, President.

Mr. Bynam was formerly Vice President and General Sales Manager.

William Heller, Sr., (seated at the head of the table) chairman of the board of directors of Milprint, Inc., at a dinner given in honor of his 50th year with the firm.

• **William Heller, Sr.,** chairman of the board of directors of Milprint, Inc., recently celebrated his 50th year with the company.

Heller started in the printing business in a small job shop operated by his older brother, M. T. Heller. The two brothers early realized the tremendous prospects in store for packaging and decided to slant their effort toward developing and improving in this direction. Since that time the company designed special equipment to print multi-colored candy wrappers and methods of printing on glassine. It was also the first to print on foil and on cellophane.

Upon the death of M. T. Heller, his brother became head of the firm.

Confectionery Brokers (Cont'd)

East No. Central States (cont'd)

IRWIN R. TUCKER COMPANY, INC.
308 W. Washington Street
Chicago 6, Illinois
Complete Coverage of Chicago Market

W. C. TUGAW
Manufacturers Representative
1801 No. Central Park
Chicago 47, Illinois
Covering Metropolitan Chicago

H. K. BEALL & CO.
308 W. Washington St.
CHICAGO 6, ILLINOIS
Phones RANdolph 1618-1628
Territory: Illinois, Indiana, Wisconsin
25 years in the Candy Business

ARTHUR H. SCHMIDT CO
815 Erieside Ave.
CLEVELAND 14, OHIO
Terr: Ohio. Member Nat'l. Conf. Salesmen Ass'n. Buckeye Candy Club

West No. Central States

ELMER J. EDWARDS CANDY BROKERAGE
5352 31st Ave. So.
MINNEAPOLIS 17, MINN.
Phone: Pa. 7659
Terr: Minn., N. & S. Dak.—Special attention given to Twin City trade

GRIFITHS SALES COMPANY
725 Clark Ave.—Phone GA. 4979
SAINT LOUIS 2, MISSOURI
We specialize in candy and novelties.
Terr: Mo., Ill., and Kan.

West So. Central States

JAMES A. WEAR & SON
P. O. Box 27
BALLINGER, TEXAS
Personal Representation
Territory: Texas

WM. E. MIRACLE COMPANY
301 No. Market St.
DALLAS TEXAS
Territory: Texas & Oklahoma

East So. Central States

R. HENRY TAYLOR
Candy Broker
Box 1456—Phone 4-2763
LEXINGTON, KENTUCKY
Territory: Kentucky and Tennessee

A. C. BURNETT COMPANY
Candy Brokers
HALEYVILLE, ALA.
A crack team of six Southern salesmen. Ky., Tenn., Miss., Ala., Fla., Ga., S. C., N. C., Va., W. Va., Ark., La.
If it will sell in Dixie—we can sell it.

FELIX D. BRIGHT & SON
Candy Specialties
P. O. Box 177—Phone 8-4097
NASHVILLE 2, TENNESSEE
Terr: Kentucky, Tennessee, Alabama, Mississippi, Louisiana

J. L. FARRINGER CO.
FRANKLIN, TENNESSEE
Established 1924
Territory: Tenn., Ky., and W. Va.
3 Salesmen covering territory

AUBREY O. MAXWELL CO.
91 Franklin St.
NASHVILLE 3, TENN.
Manufacturers Sales Agent
Territory: Middle Tennessee

HURD-MORELAND CO.
MORELAND, KENTUCKY
Sales Representation Candy bars, Specialties
Terr: Kentucky, East Tennessee

Mountain States

CAMERON SALES COMPANY
3000 Monaco Parkway
Denver, Colo.
Dexter 0881
Candy & Allied lines. More than ten years coverage of Colo., Wyoming, Mont., Idaho & Utah

MAYCOCK BROKERAGE CO.
573 West 2nd South
SALT LAKE CITY, UTAH
An eight man organization representing manufacturers for 76 confectionery, tobacco, drug and grocery jobbers in Utah-Idaho territory.

JERRY HIRSCH
Manufacturers' Representative
Candy and Specialty Items
4111 E. 4th St.
TUCSON, ARIZONA
Territory: Arizona, New Mexico & El Paso, Texas

G & Z BROKERAGE COMPANY
New Mexico—Arizona El Paso County Texas
P. O. Box 227 ALBUQUERQUE N. Mex.
Personal service to 183 jobbers, super-markets and department stores. Backed by 26 years experience in the confectionery field. We call on every account personally every six weeks. Candy is our business.

KAISER MICHAEL
Broker
Manufacturers' Representative
"Worlds Finest Candies"
911 South Richmond Ave.
ALBUQUERQUE, NEW MEXICO
Terr: New Mexico, Arizona & El Paso, Texas area

Pacific States

CARTER & CARTER
Confectionery Mfr's Agents
Established with Industry since 1901
91 Connecticut St.
Phone: Main 7852
SEATTLE, WASHINGTON
Terr: Wash., Ore., Utah, Idaho, Mont., Nev., Wyo.

MALCOLM S. CLARK CO.
1487½ Valencia St.
No. Cal., Nev., & Hawaii
SAN FRANCISCO 10, CALIF.
923 E. Third St.—Southern California
LOS ANGELES 13, CALIF.
Terminal Sales Bldg.
Wash., N. Idaho
SEATTLE 1, WASH.
903 Park Road
Ariz., New Mex., W. Texas
EL PASO, TEXAS

HARRY N. NELSON CO.
112 Market St.
SAN FRANCISCO 11, CALIF.
Established 1906
Sell Wholesale Trade Only
Terr: Eleven Western States

I. LIBERMAN
SEATTLE 22, WASHINGTON
Manufacturers' Representative
1705 Belmont Avenue
Terr: Wash., Ore., Mont., Ida., Utah, Wyo.

GEORGE R. STEVENSON CO.
Terminal Sales Building
SEATTLE, WASHINGTON
Territory: Wash., Ore., Ida., Mont.
Over 20 years in this area.

RALPH W. UNGER
923 East 3rd St.
Phone: Trinity 8282
LOS ANGELES, CALIFORNIA
Terr.: Calif., Ariz., N. Mex., Hawaiian Islands

GENE ALCORN & CO.
1340 E. 6th Street
LOS ANGELES 21, CALIFORNIA
383 Brannan Street
SAN FRANCISCO 7, CALIFORNIA
Territory: State of California

POSITION WANTED

CANDY MAKER: 35 years experience looking for a position with all 'round pan work, also chocolate pan work, also chewing gum, jaw breakers etc. Box No. 11115 **The MANUFACTURING CONFECTIONER.**

ALL-ROUND CANDYMAKER: retail or wholesale desires work at once. Box 816, **The MANUFACTURING CONFECTIONER.**

CANDY FOREMAN
or SUPERINTENDANT
Eighteen years experience in all kinds of candies, modern machinery. Specialized in chocolate and hard candy production. Knows how to handle help efficiently, has set up plants, excellent recommendations. Box 912, **The MANUFACTURING CONFECTIONER.**

CHEMIST: Recognized Expert in the manufacture and use of all types of chocolate, cocoa and related products. Experience includes formulation, plant and quality control, product and process improvement, development research, trouble shooting, assisting sales and purchasing department, and customer relations. Available for suitable position. Box 12114 **The MANUFACTURING CONFECTIONER.**

PAN MAN: 25 yrs. experience in all around pan line. Steam and cold grossing, chocolate pan work, finishing and polishing. Holding position as foreman, desires change. Box No. 12110, **The MANUFACTURING CONFECTIONER.**

RETAIL CANDY MAKER: 25 years experience specializing in general line. Worked for leading retail manufacturers. Excellent references. Box No. 12112 **THE MANUFACTURING CONFECTIONER.**

YOUNG SWISS CHOCOLATE MAKER specializing in confectionery, little chocolates, dragees, bisquits, Wafern, Zwiebach, etc., seeks situation in a first quality chocolate factory in the U.S.A. or South America. Best qualifications. Speaking English, German, French, Italian. Box No. 12113 **THE MANUFACTURING CONFECTIONER.**

MANUFACTURERS: Have you any problems to be solved in the candy line? Expert candy maker at your service. General pan line, Steam and cold grossing. Finishing and polishing, including chocolate pan work, fudge, caramel, cream center, gum work, etc. Also specializing in pan coating tablets for drug companies. No problem left unsolved. Box No. 12111 **THE MANUFACTURING CONFECTIONER.**

FORMULATION PROCESSING
ALFRED LEIGHTON
3837 Tyndall Ave., Riverdale, N. Y. C. 71,N. Y.
CANDY PROBLEMS SOLVED
LAYOUT CONSULTATION
INTERNATIONAL ASSIGNMENTS UNDERTAKEN
CORRESPONDENCE INVITED

CLASSIFIED ADVERTISING

When addressing box numbers, please address as follows:
(Box Number)
The Manufacturing Confectioner
9 South Clinton St.
Chicago 6, Ill.

Classified insertion requests are sent to the same address. Rates are 35c per line of regular type; 70c per line for bold face or capital letters; $6 per column inch for display. Minimum insertion is three lines. Rates are not subject to agency discounts.

HELP WANTED

HELP WANTED: We desire an experienced, highly qualified man to set up and operate a Pan Department. Contact: Walter Williams Candy Company, 9 N.W. First, Oklahoma City, Oklahoma.

WANTED: Good all-around candy maker for fine quality retail shop for year-round job. Ice cream experience helpful. Chicago suburb. Phone Talcott 3-8027 or write 33 S. Prospect Ave., Park Ridge, Ill.

REPRESENTATIVES WANTED

MANUFACTURER of high grade Chocolate Coatings interested representation as additional line with experienced salesman or broker having established clientele and acquaintance with candy manufacturers south central territory, Memphis to New Orleans. Box 1116, **The MANUFACTURING CONFECTIONER.**

SALES LINES WANTED

LINES WANTED: As manufacturers, we have a sales problem. Our quality confectionery line is sold direct to department stores, better retailers, and exclusive jobbers through brokers who specialize in quality candy. Two of our brokers, who do exceptionally fine work for us, need additional lines. If you need new or better representation in Metropolitan New York, New Jersey, Eastern Pennsylvania, Maryland, Delaware, D.C. or Virginia, we can recommend these men with enthusiasm. We can recommend brokers for most U. S. areas, but there are several territories where we need representation. As brokers for our type of trade are difficult to locate, we are seeking contacts with quality line manufacturers in hopes of benefit to them, our brokers and ourselves. Correspondence will be held in strict confidence. Box No. 1218, **The MANUFACTURING CONFECTIONER.**

LINES WANTED: Broker covering Pennsylvania excluding Philadelphia, open for line or specialty items with volume sales for potential. Call on jobbers, chains, super markets and vendors. Over 25 years experience, large personal following with trade. Box No. 1215, **The MANUFACTURING CONFECTIONER.**

BUSINESS FOR SALE

FOR SALE: Candy Factory, medium sized. Old established, well-equipped. Full information on request. Write Matzger Chocolate Co., 780 Harrison St. San Francisco, California.

MACHINERY WANTED

WANTED: 3 Foot Cream Beater. Good condition. Reasonable. Write: Sheats Candy Shoppe, 2024 Waverly Street, Swissvale, Pa.

WANTED: Batch roller, candy puller, cooling slabs. Model K Kiss wrapping machines. forced draft gas furnace for 22" candy pans. Box No. 1219, **The MANUFACTURING CONFECTIONER.**

MACHINERY FOR SALE

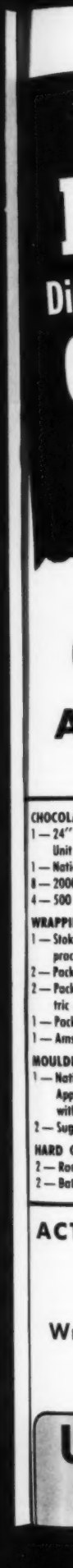
FOR SALE: Offer at a bargain. One new National Continuous Vacuum Cooker complete in original cases. Never been used. Box No. 1216, **The MANUFACTURING CONFECTIONER.**

FOR SALE: Chocolate equipment including 1 Lauenstein Tempering Machine—Type T-4, Ser. 10755, 1 Lehman High-Speed 5 Roll Refiner, and 1 National 5 Roll Refiner.
Enrober lines
Mogul
Hard Candy equipment
Miscellaneous equipment
Detailed list upon request
Write: **HAPPINESS CANDY STORES, INC.**
466 North Division Street
Buffalo 4, New York.

FOR SALE: Package Machinery DF Bar Wrapper with electric eye. In fine condition. Box No. 1212, **The MANUFACTURING CONFECTIONER.**

FOR SALE: U. S. Automatic Cartoning Machine for 5c Hard Candy Box, set up—waxline—fill. Must be sold immediately. Box No. 1213. **The MANUFACTURING CONFECTIONER.**

FOR SALE: Package Machinery Co. DF1 Bar Wrapper with electric eye. In excellent condition. Box No. 1214. **The MANUFACTURING CONFECTIONER.**



FOR SALE PIECE MEAL

Direct From Floors Of Well Known

C. A. Briggs Co.

418 Main St.
Cambridge, Mass.

due to the discontinuance of some departments

Latest Type Desirable Candy and Chocolate Manufacturing Equipment

AT TREMENDOUS SAVINGS

Equipment Can Be Seen In Operation

CHOCOLATE COATING DEPARTMENT
1 — 24" Greer Cooler with Bottomer and Freon Cooling Unit and Cooling Tunnel.
1 — National Equipment 16" Enrober.
8 — 2000 lb. and 1200 lb. National Chocolate Melters.
4 — 500 lb. and 300 lb. National Chocolate Melters.

WRAPPING AND PACKAGING DEPARTMENT
1 — Stokes and Smith Model A Transwrap Machine, practically brand new.
2 — Package Machinery Co. LP and LP2 Sucker Wrappers.
2 — Package Machinery Co. DF1 Wrappers, with electric eye.
1 — Package Machinery Co. 228 Hard Candy Wrapper.
1 — Amsco Bag Filler.

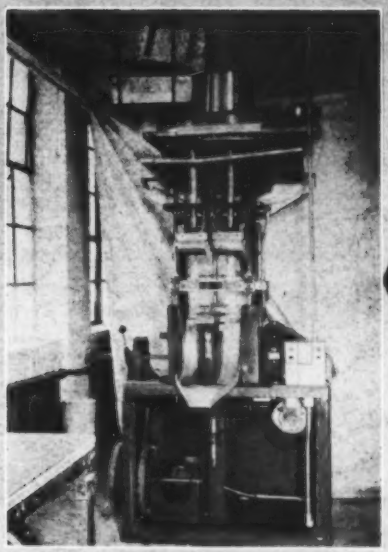
MOULDING DEPARTMENT
1 — National Equipment AD Mogul with 2 Depositors. Approximately 8000 Starch Trays, standard size, with Starch.
2 — Sugar Sanders.

HARD CANDY DEPARTMENT
2 — Racine Model H Die Pop Machines.
2 — Batch Rollers.

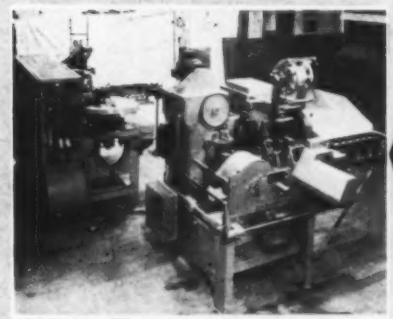
LOZENGE DEPARTMENT
1 — 24" Mikro Pulverizer.
2 — Lozenge Mixers.
2 — Lozenge Machines.
1 — Syntron Vibrator.

CHOCOLATE MANUFACTURING DEPARTMENT
1 — Jabez Burns #5 Roaster.
1 — Jabez Burns Bean Cleaner.
1 — National Equipment Cracker and Fanner.
1 — Bausman Liquor Mill.
1 — Lambert 3-bag Roaster.
2 — Rockwell Jacketed Mixers, 500 and 1000 lb. caps.
1 — Lehman 5 Roll Mill, 16" x 40".
1 — Lehman 6 ft. Melangeur.
1 — Double Width Bramley.
2 — Bramley Chocolate Refiners, 1200 lb. caps.

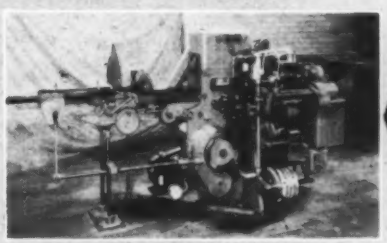
CREAM AND MARSHMALLOW DEPARTMENT
2 — 110 gal. Savage Marshmallow Beaters.
1 — Burkhardt 50 gal. Double Arm Mixer.
3 — 150 gal. Steam Jacketed Kettles.
3 — Steam Jacketed Kettles, 100 60 and 40 gal. caps.
2 — 50 gal. Cream Breakers.



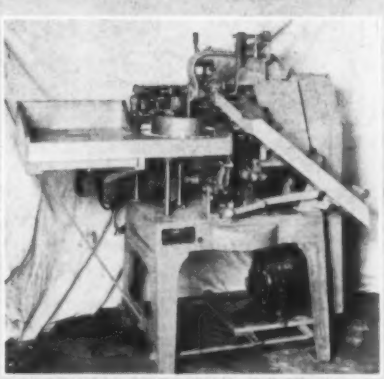
Stokes and Smith Model A Transwrap Machine. PRACTICALLY BRAND NEW.



Package Machinery Co. LP and LP2 Sucker Wrapper.



Package Machinery Co. DF1 Wrapper, with electric eye.



Package Machinery Co. 228 Hard Candy Wrapper.

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MACHINERY FOR SALE (Continued)

FOR SALE: Two tumbling machines for hollow chocolate novelties. Complete with motor and drive. Good condition, price reasonable. Box No. 1111 **The MANUFACTURING CONFECTIONER.**

FOR SALE: Packaging Machinery LP3 Sucker Wrapper. Adjustable for various sizes and shapes of suckers. In fine operating condition. Box No. 1211, **The MANUFACTURING CONFECTIONER.**

FOR SALE: Two Simplex Steam Vacuum Cookers, 200 lb. capacity; Miller Corley semi-automatic wrapping machine; Friend Hand Roll Machine, laboratory model, with three dies; continuous chip cutter with two cutting belts, blower and motor; two hand ribbon candy machines; thirty-nine assorted Easter Hollow Metal moulds. Write to Federal Candy Co., 52 Ferry St., Springfield, Mass. Tel. 4-4044.

TWO ROSE EAGLE CUT & FOLD WRAP MACHINES
1 Size of Piece—13/16 x 9/16 x 9/16
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Size of Piece—7/8 x 3/4 x 5/16
These machines are slightly used—in excellent condition—priced for quick sale. Box No. 1217, **The MANUFACTURING CONFECTIONER.**

FOR SALE: Charming shop and factory for retail and wholesale. Established 15 years in heart of beautiful tourist city. Equipment and inventory value $10,000. Husband warned to curtail work. Will sacrifice. Will train buyer in new specialty which alone should yield $400 net weekly. Make offer quickly. Mrs. Thomas Kelly, Santa Barbara Confections, 1130 Chapala, Santa Barbara, California.

MISCELLANEOUS

Association News

(*Continued from page* 43)

in the preparation of finished materials for shipment and marketing.

He pointed out that each department involved in the process has its own strictly individual outlook: the sales department regards packaging as selling, advertising departments as advertising, etc. This often results in insufficient coordination—insufficient viewing of the problem as a whole.

Dr. Burton stressed that "Testing is the Keynote of Good Packaging." Research in the laboratory, followed by adequate field testing is the only logical method. There should be a centralized authority within each organization for packaging. Where only one department, such as research or sales, has the full say, mistakes will occur.

Dr. Burton doubted whether 10 concerns in the country had complete coordination of packaging functions and proper centralization. He also doubted whether any men in the meeting really knew what their direct labor costs were in packaging. In conclusion he again stressed the need for greater planning and coordination among the various departments in package development.

• **The Western Confectionery Salesmen's Association** is reminding all members to have their company send candy for the Christmas stockings for orphanages. The candy should be sent in care of Sydney Hoffman, 1701 S. Clark St., Chicago 16, Illinois.

In conjunction with the association's annual convention, will be the 37th annual Gala Stag Dinner "The Candyman's Party."

• **The Confectionery Salesmen's Club of Baltimore, Inc.,** elected the following new officers at the monthly meeting, November 5: Ernest Schweinitz, president; B. Weldon Sprecher, vice-president; H. Evans Smith, secretary-treasurer. Elected to the board of trustees were John G. Pentz, chairman, J. W. J. Suter, Jr., Francis A. Shinnamon, T. Donald Elliott, W. Joseph Hoover, and Milton Rodberg.

• **Hans F. Dresel,** secretary, American Association of Candy Technologists, and Chairman of the Production Conference sponsored by the Pennsylvania Manufacturing Confectioners' Association, will leave January 2, 1952 for a trip abroad, visiting England, Holland, France, Germany, Switzerland and Italy.

Mr. Dresel will make contact with men qualified to lecture at the Production Conferences and at meetings held by the A.A.C.T., on subjects of interest to candy manufacturers. He will also visit a few candy factories and manufacturers of raw materials and machinery used in the candy industry.

Mr. Dresel will stay in Europe about two months.

• **The Thirteenth Annual Forum of the Packaging Institute** was proclaimed the most successful convention yet held with a total gross registration of 1056 persons. This was a 32.6 per cent increase over the 1950 Forum.

New officers elected were: president, Robert deS. Couch, General Foods Corp.; vice president, R. Chester Reed, The Texas Company; vice president, F. S. Leinbach, Reigal Paper Corp. Dr. L. V. Burton was reappointed as Executive Director.

1951 EDITORIAL INDEX

The following is a summary of the articles which have appeared in the twelve issues of *The Manufacturing Confectioner* during 1951. A limited number of bound volumes are available.

INDEX TO AUTHORS

Advertisers' INDEX

X

TIONER


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Some use a fat Santa Claus,
Round, red, and jolly...

But our wish takes all of them,
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To say...

MERRY CHRISTMAS!

And a BRIGHT GOOD next year!

m,

PARIS